

# GALA OPEN HOUSE *Celebration!*

CELEBRATING PHILCO'S  
60<sup>TH</sup> ANNIVERSARY

KAMRATH'S

117 FRONT STREET

BEAVER DAM, WIS.

# SPECIAL PREVIEW

NEW

1953

*Sensational*  
TV VALUES

*Just Out...*

up to \$80<sup>00</sup>

*Less!*

THAN 1952 PRICES

# PHILCO

High Fidelity  
TELEVISION

*See back  
Page for*  
**AMAZING  
NEW  
PHILCO  
Multiwave  
RADIOS**



*READ THE NEWS INSIDE* →

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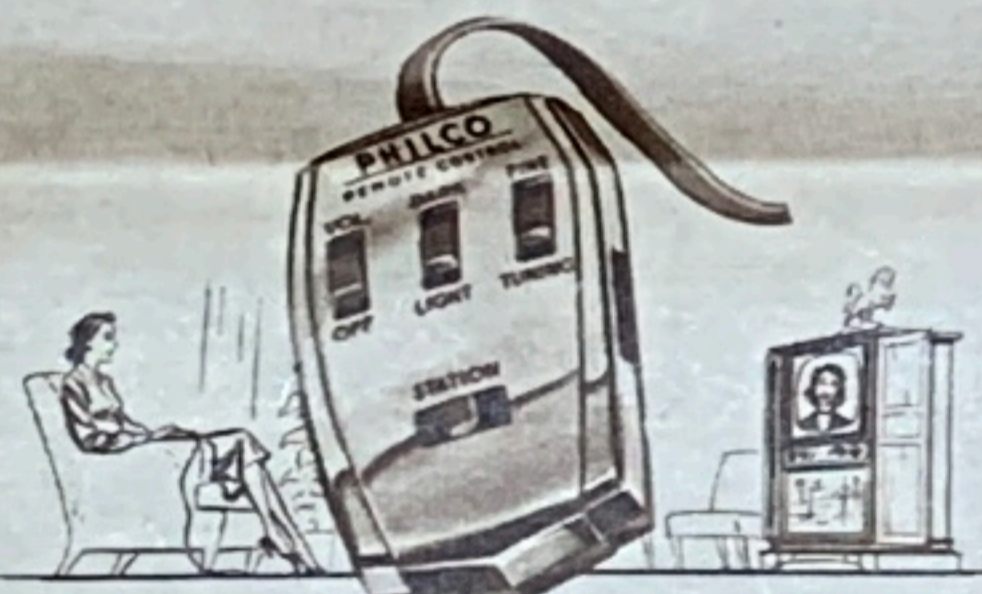


# NOW! See the Latest Advance in Television!

## 1953 PHILCO High Fidelity TV

**Don't Delay  
COME IN  
AT ONCE!**

Without any question, a High Fidelity Philco is the most wanted TV set in America today. For that reason, it will pay you to make your choice early before the big fall buying rush gets underway. Don't risk disappointment... buy now and be among the first to enjoy the finest picture quality and performance ever achieved in television history.



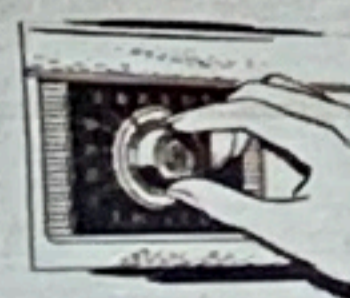
**ONLY PHILCO HAS  
Remote Control**

The most luxurious way to enjoy television ever invented! From across the room you can turn the set on or off, change stations, adjust volume and picture contrast. Available for 1953 on a wide choice of models. **Now at New Low Prices**

**EVERY PHILCO READY FOR**

**All-Channel  
UHF**

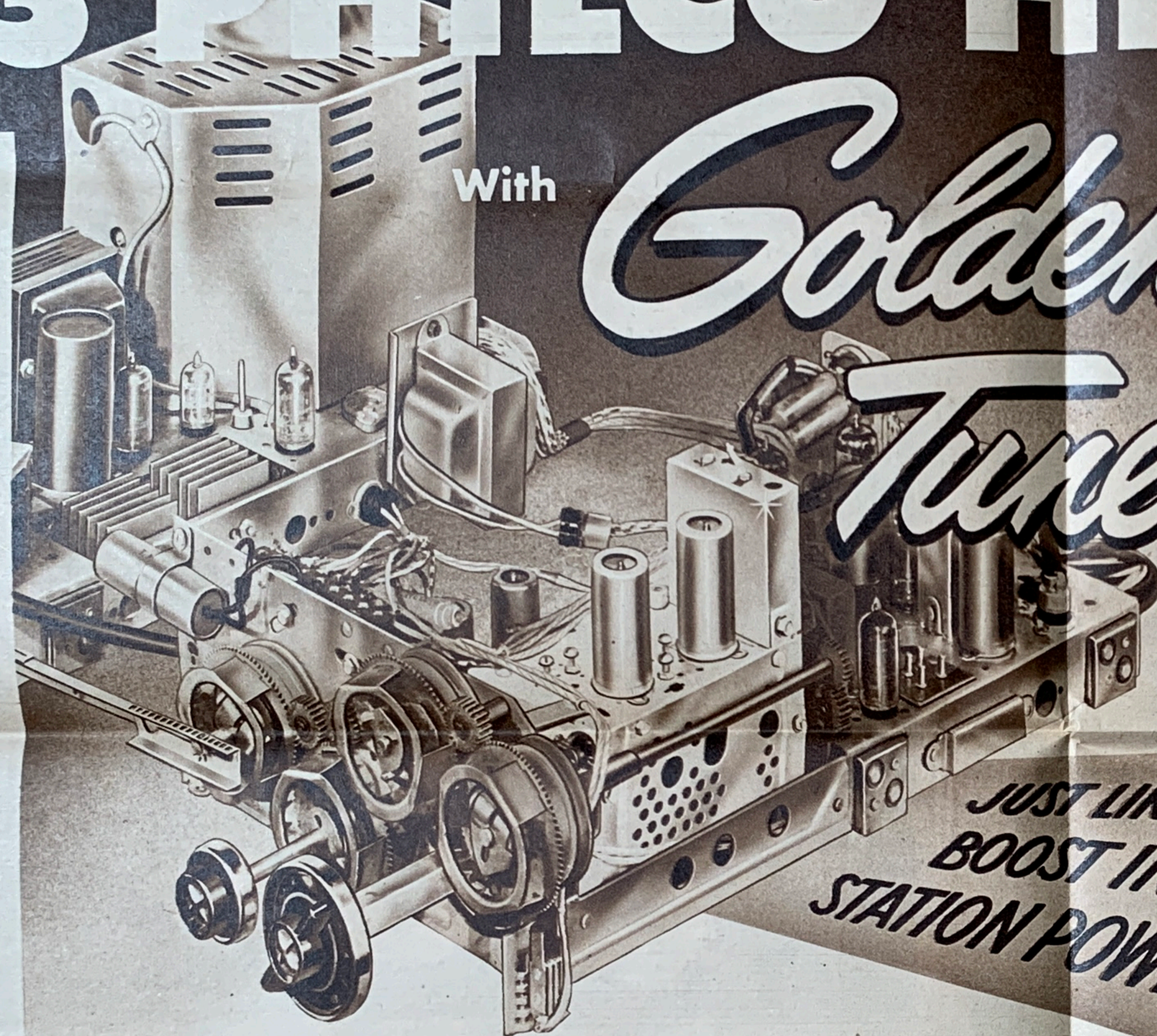
Exclusive Duplex chassis provides for built-in All-Channel UHF. Yes, full coverage; not partial. Don't settle for less!



See the Candidates, follow the

**ELECTION  
RETURNS**

on a new big screen Philco set



With

# Golden Grid Tuner

It's the big news of the TV world... Philco's new High Fidelity Television Chassis with sensational GOLDEN GRID TUNER... on every count the most advanced TV "power plant" ever built. Just like a boost in station power, it brings a clear, steady picture to vast new areas for the first time. Its new tuner with "golden grid" tubes plus other Philco developments make possible the greatest freedom from noise and interference, the greatest stability and contrast ever achieved. Come in now, during our Open House Celebration, and see this newest advance.

**JUST LIKE A  
BOOST IN  
STATION POWER**



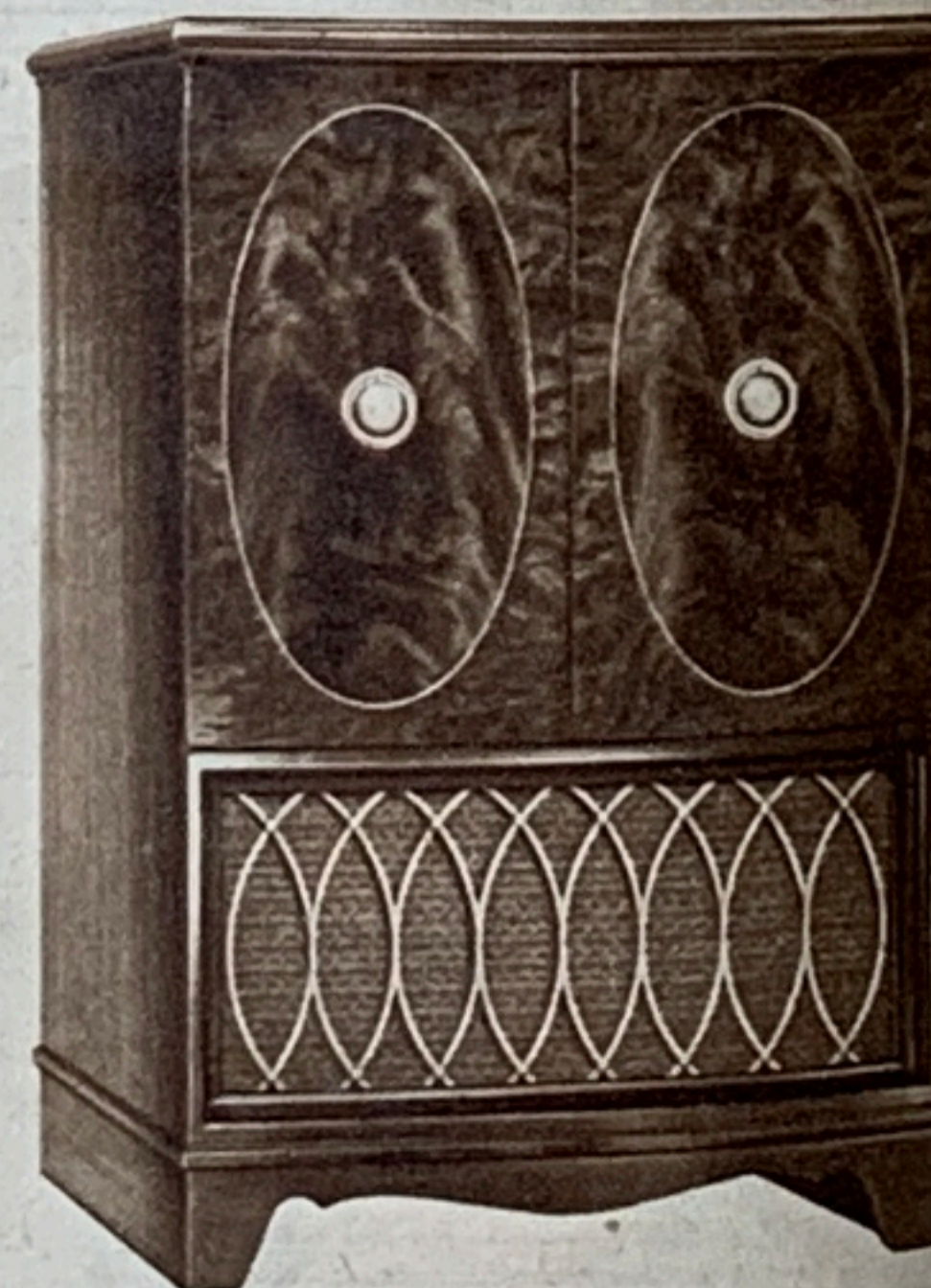
**All Philco High Fidelity Sets  
Equipped with UHF-VHF Built-In Aerial**



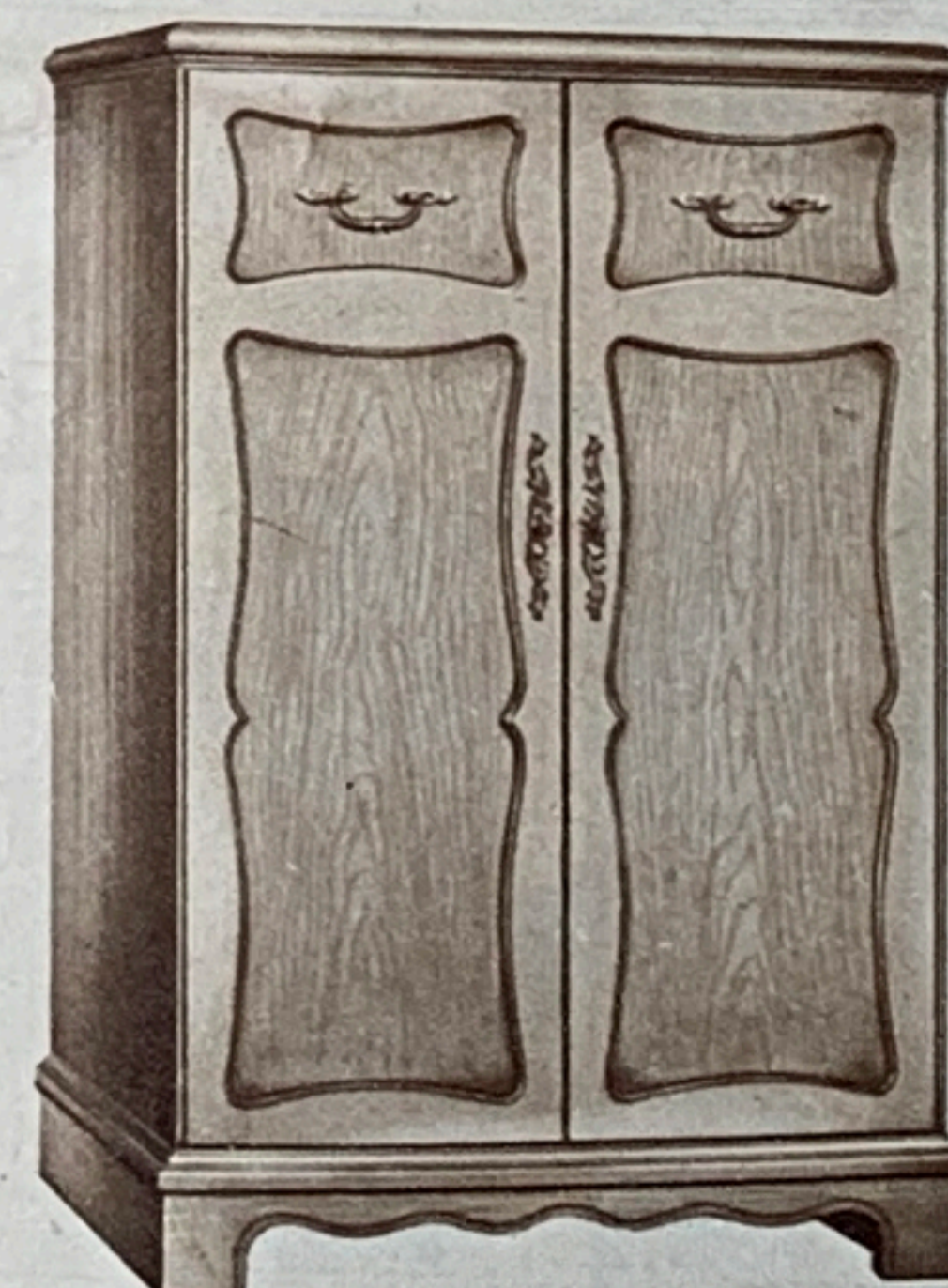
**PHILCO 1853.** America's finest 17-inch console in handsome Mahogany finish cabinet on swivel casters. 150 sq. inch "No Glare" picture. 1853-L. Same in Blond Oak finish.



**PHILCO 2266.** Mahogany veneer 21-inch console. Its 245 sq. inch screen is almost 10% larger than many other so-called 21-in. sets. 2266-L. Same in Blond Oak cabinet.



**PHILCO 2268.** Famous Philco 21-inch "No Glare" picture tube with 245 sq. inch screen in Mahogany veneer cabinet on swivel casters. Unmatched anywhere for quality!



**PHILCO 2271.** French Provincial 21-inch console. Warm, honey-toned Fruitwood finish cabinet reflects Philco leadership in design. All newest Philco TV developments.

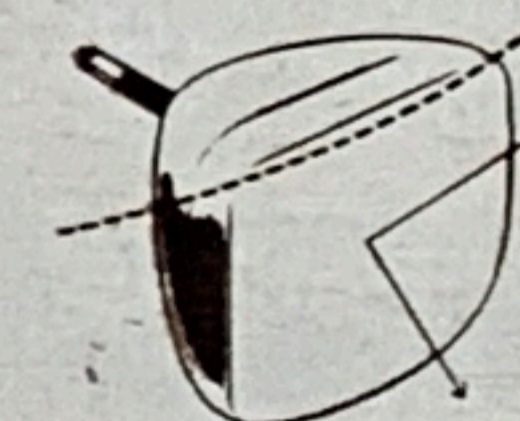


**Greatest TV Table  
Model Ever Built!**

**PHILCO 2228.** "No Glare" 245 sq. inch picture on 21-inch tube plus new Philco High Fidelity Chassis with Golden Grid Tuner. Modern cabinet of choice Mahogany woods.



**New Television Combination with  
21-INCH Cylindrical Picture Tube**



**PHILCO 2286.** New for '53 with 21" TV plus FM-AM radio-phonograph. Cylindrical-face picture tube rejects reflections that cause glare and its 245 sq. inch screen is almost 10% larger than many other so-called 21-inch tubes.

**Sensational New Achievement—Philco  
TRUE HARMONIC Phono-Reproducer**

It's the crowning achievement of tonal research—here from Philco. The first phonograph tone arm to bring you the full range of harmonics... the most lifelike record reproduction ever achieved. Plays 33 $\frac{1}{3}$ , 45 and 78 RPM records—all automatically.



**New 1953 PHILCO Television**

AS LOW AS **\$199<sup>95</sup>**  
Federal Tax and Warranty Included

**LIFT THIS PAGE See the Value Leaders of TV**



# TV VALUE TRIUMPHS

from PHILCO for 1953 ... **UP TO \$80. LESS!**

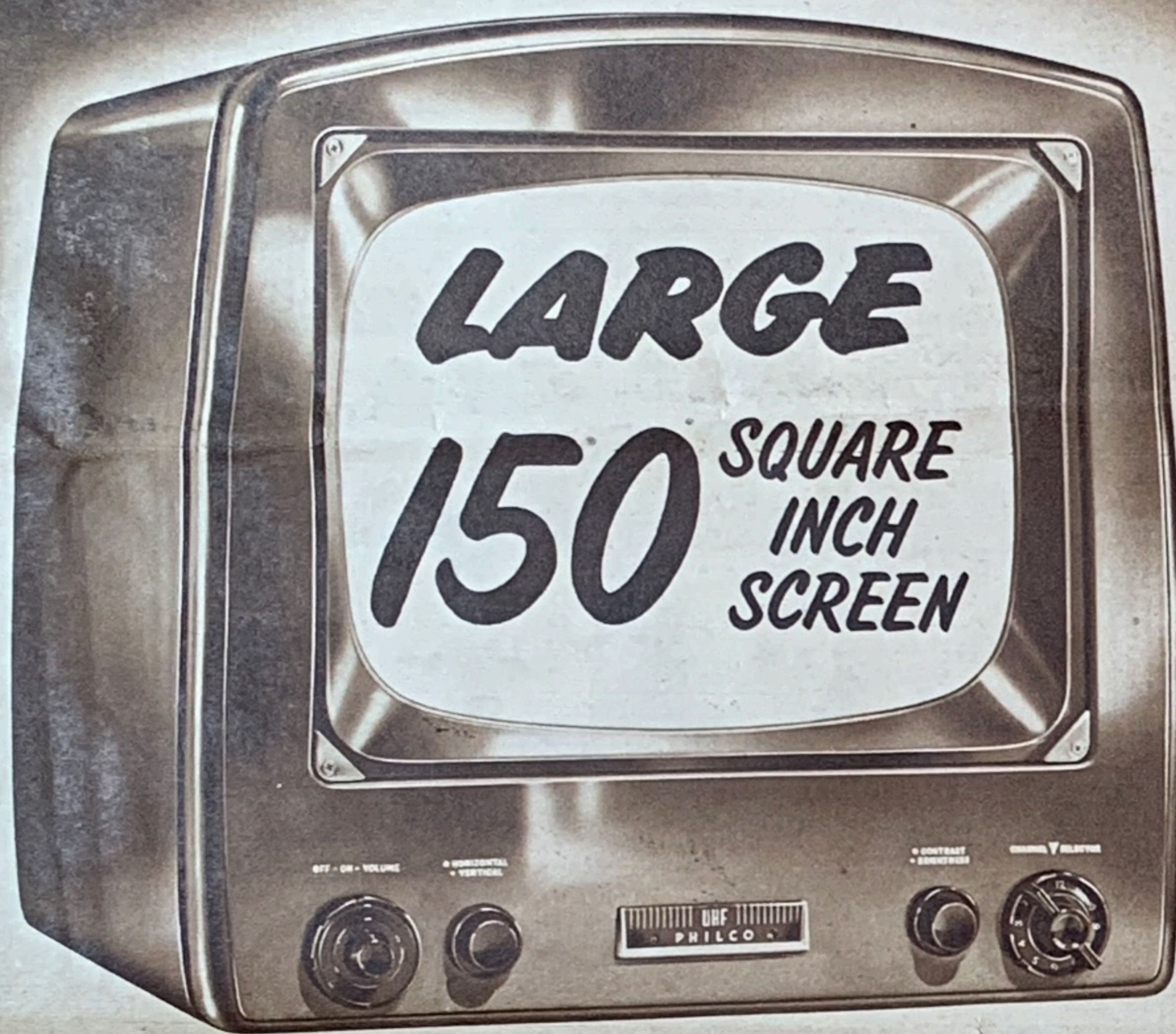


Famous PHILCO "Colorado" Power Plant

**NOW ONLY**

# \$199<sup>95</sup>

Federal Tax and Warranty Included



## LARGE 150 SQUARE INCH SCREEN

Famous Philco Developments at New Low Price

**PHILCO 1824.** Newest value sensation of the television world. Philco-developed cylindrical-face 17-inch picture tube is optic-engineered to eliminate glare, and its 150 square inch screen is larger than many other so-called 17-inch sets. Famous Philco power-packed "Colorado" chassis improves reception even under extreme adverse conditions. Nothing, in its price range, equals it for quality and performance!

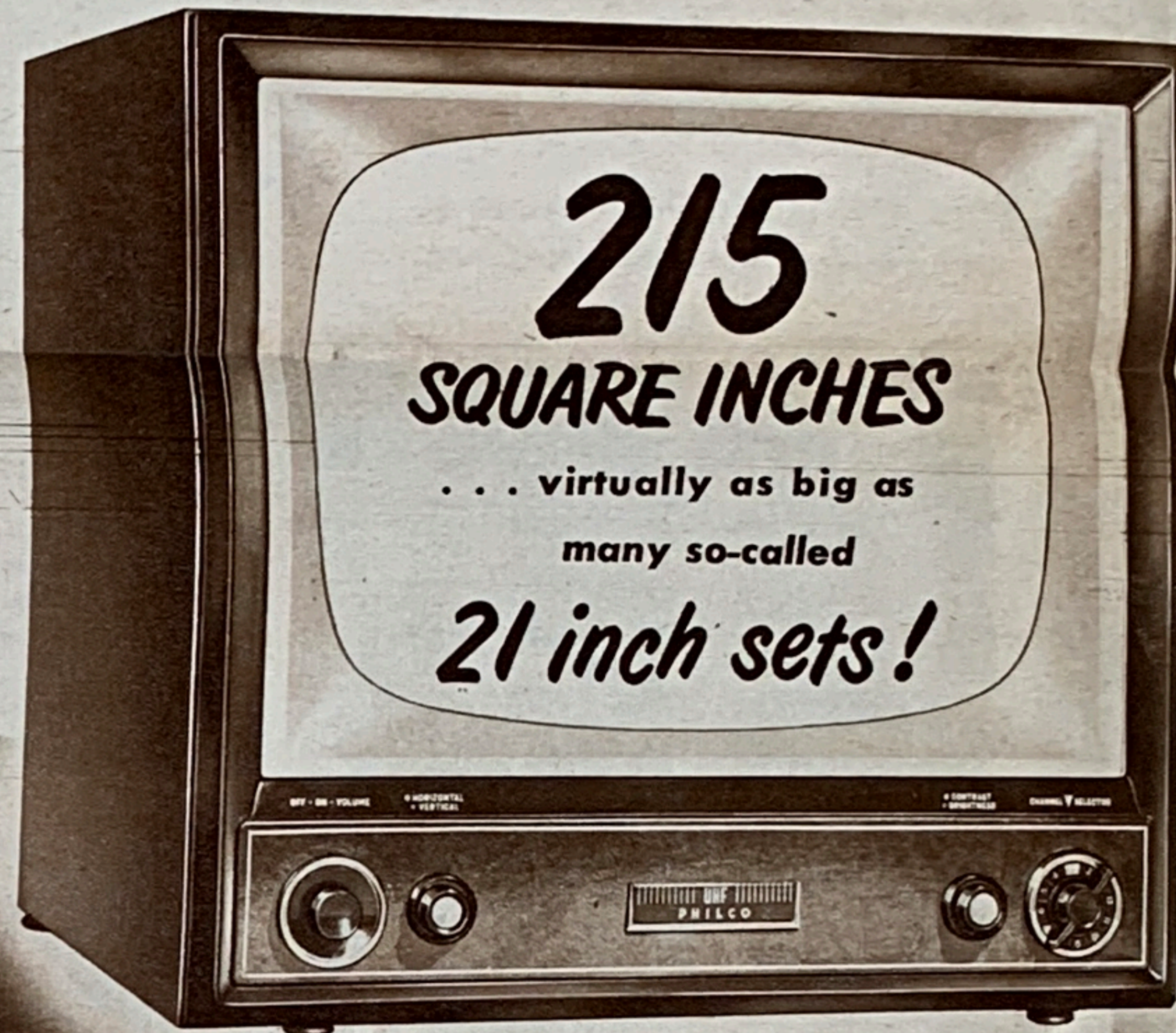
Buy now and SAVE . . . yes, up to \$80 over last year's comparable models. Come in during our Open House Celebration and take advantage of new low prices for brand new 1953 Philco sets—easily the greatest values in television history.

Remember . . . the price of every 1953 Philco includes Federal Tax and warranty . . . plus one year warranty on the picture tube.

## GREATEST BIG SCREEN VALUE IN TV

# Only \$259<sup>95</sup>

Federal Tax and Warranty Included



## 215 SQUARE INCHES . . . virtually as big as many so-called 21 inch sets!

**PHILCO 2125**

Only Philco, at this sensational new low price, gives you a full 215 square inch rectangular picture plus famous "Colorado" Power Plant and new Electronic Directional Built-In Aerial for both UHF and VHF—yes, the only built-in aerial that works at all in many locations. With extra power for weak signal areas and new advances in picture quality the Philco 2125 challenges all comparison. Yours in richly-styled cabinet finished to give the effect of finest dark Maroon Cordovan leather enhanced by gold tooling. Place your order early—it's the all-time value leader in big screen TV.

Come In . . . Take Advantage Of Our Low Easy Terms!

**Trade In**  
Your small screen set for a new 1953 Philco  
**EASY TERMS**



Genuine "COLORADO" Power Plant

### Full-size PHILCO TV CONSOLE

# Only \$269<sup>95</sup>

Federal Tax and Warranty Included

**PHILCO 1852.** Classic modern cabinet finished in rich Mahogany with Philco's new 17-inch cylindrical-face picture tube and 150 square inch "No Glare" screen. Exclusive Philco UHF-VHF Built-In Aerial is both electronic and directional. Plus famous Philco "Colorado" Power Plant—unequaled anywhere in its price range for freedom from where in its price range for freedom from interference . . . for dependability and picture quality! Buy now at **NEW LOW PRICE.**

**PHILCO 2260.** Mahogany veneer 21-inch console with 245 sq. inch "No Glare" picture—almost 10% larger than many other so-called 21-inch sets. Yours now at New Low Price with Built-In Aerial for both UHF and VHF—only Philco has it. Cabinet equipped with casters.



**PHILCO 2272.** New low price for a Philco 21-inch console with full-length doors. "No Glare" 245 square inch picture is almost 10% larger than many so-called 21-inch sets. UHF-VHF Built-In Aerial. Mahogany veneer cabinet on swivel casters. 2272-L. Same in Blond Oak cabinet.



**PHILCO 2264.** Half-door 21-inch Philco console at New Low Price. With 245 sq. inch "No Glare" picture, new Electronic UHF-VHF Built-In Aerial and super-power chassis it's in a class by itself for performance and value. Mahogany veneer cabinet . . . on casters.

**NEW FOR 1953**

## PHILCO TV COMBINATIONS

*Revolutionary Space-Saving Cabinets*



Completely new in styling and yours for 1953 at New Low Prices. Now, in a minimum of floor space, you can have a combination with big screen TV plus luxurious radio and 3-speed phonograph.

Cabinet occupies 1/2 less floor space than old-style television combinations.

**PHILCO 1883**

### Only \$369<sup>95</sup>

Federal Tax and Warranty Included

A spectacular value with 150 sq. inch "No Glare" picture, automatic 3-speed phonograph, record storage space and UHF-VHF Built-In Aerial. Yours in space-saving Mahogany veneer cabinet on swivel casters.



**PHILCO 1886**

### Cabinet only 25 in. Wide!

Complete home entertainment—17-inch TV with 150 sq. inch picture, luxurious radio, 3-speed phonograph, and record storage space—all in castor-equipped Mahogany veneer cabinet only 25 inches wide with Philco UHF-VHF Built-In Aerial.

## BIG SCREEN Sensation!

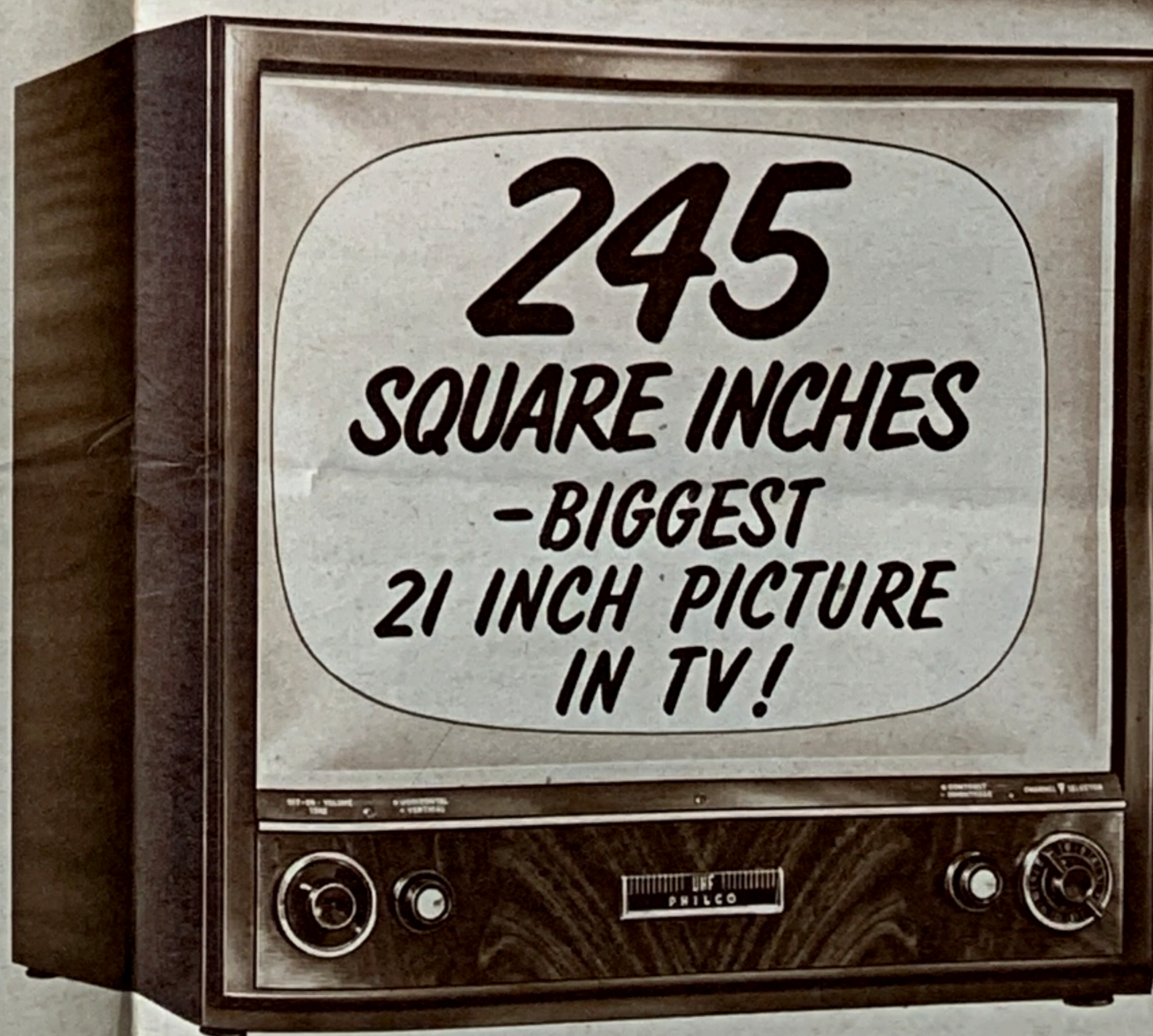
### 10% LARGER

than other so-called 21-in. sets

# Only \$279<sup>95</sup>

Federal Tax and Warranty Included

## 245 SQUARE INCHES - BIGGEST 21 INCH PICTURE IN TV!



**PHILCO 2226.** Here's the set that gives you more for your money than ever before. Famous Philco-developed 21-inch picture tube—optic-engineered to eliminate glare. New UHF-VHF Built-In Aerial. Exclusive "Colorado" Power Plant. Mahogany finish cabinet. Compare with other 21" sets; don't settle for less than a 245 sq. inch picture.

See the spectacular new 1953 PHILCO RADIOS on back page

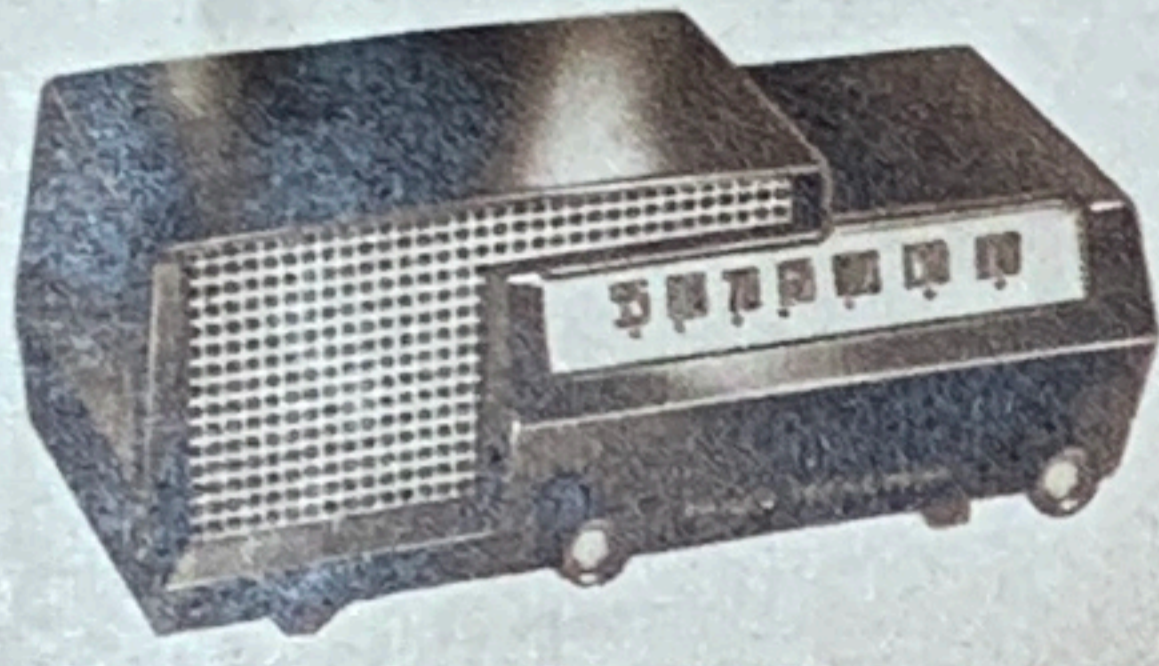
Specifications subject to change without notice, all models



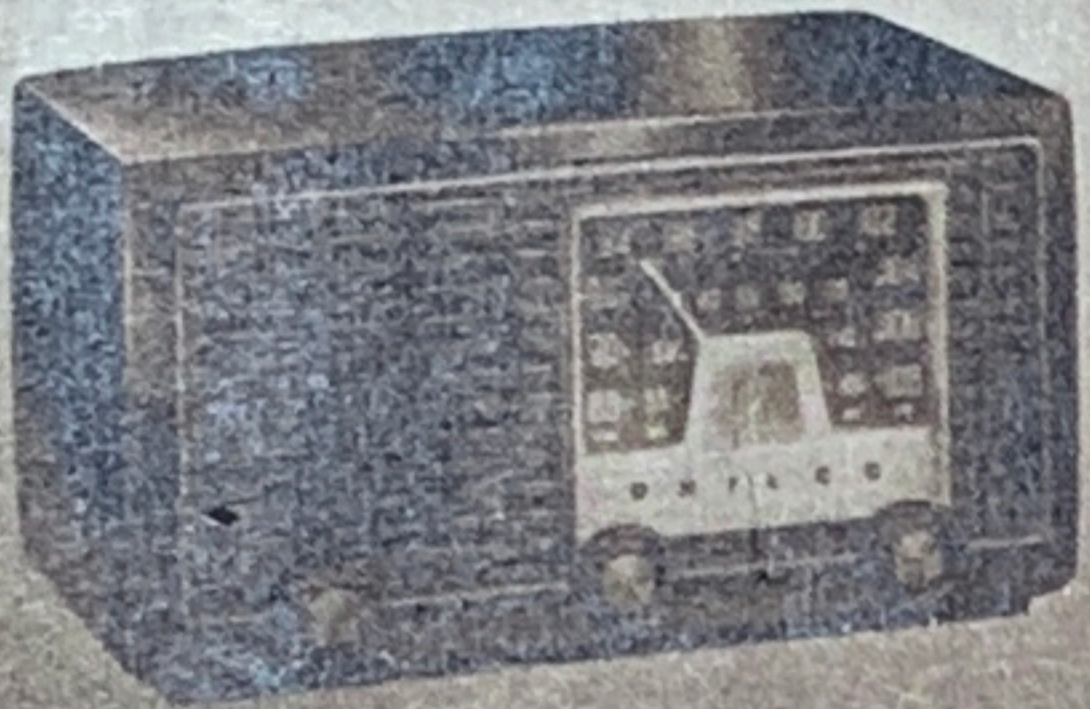
COME IN DURING OUR BIG  
**SPECIAL PREVIEW**

# See the Amazing New 1953 PHILCO *Multiwave* RADIO

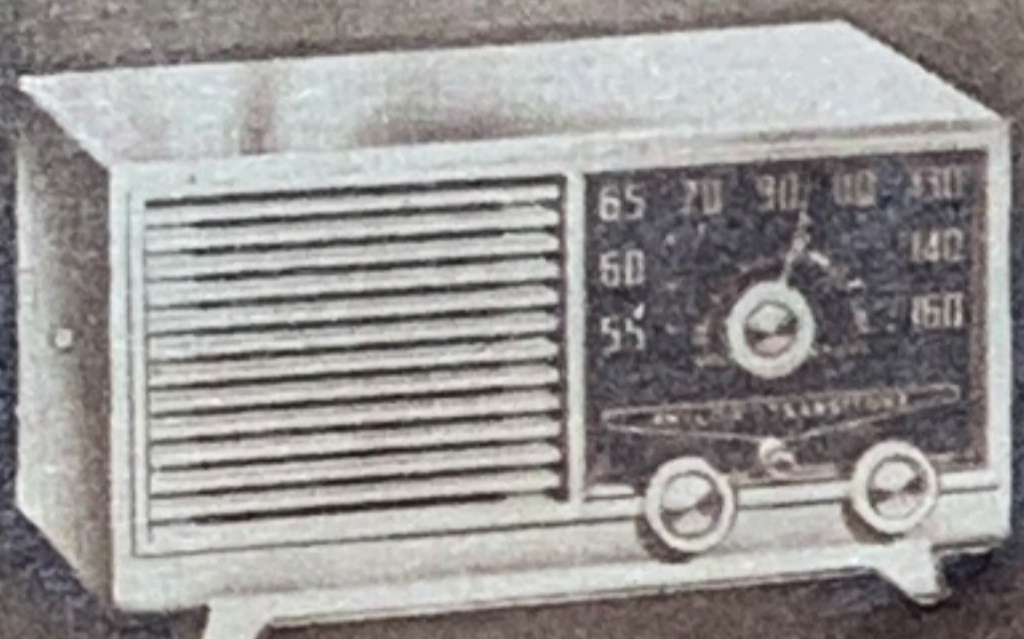
New  
Super-Sensitive  
Chassis  
**NEW STYLES  
NEW COLORS**



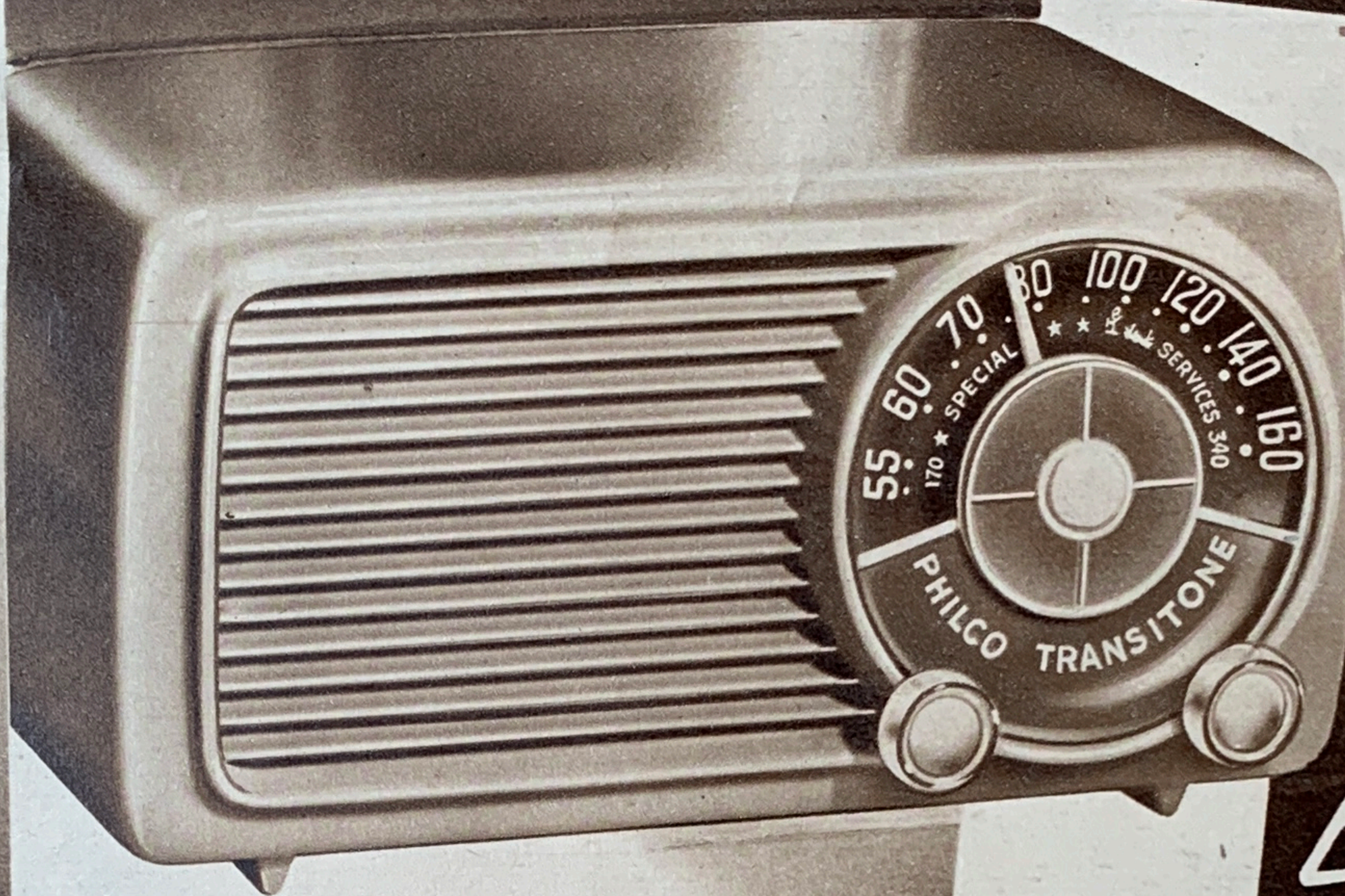
PHILCO 563



PHILCO 956 AM-FM



PHILCO 562



**PHILCO PT-561.** Great-  
est radio value ever offered! Brings you regular  
programs plus Special  
Service broadcasts at  
amazing low price.  
CHOICE OF 4 COLORS.

**\$29<sup>95</sup>**  
in Maroon

SPECIAL SERVICE BAND AT NO EXTRA COST

—with fascinating new

**SPECIAL  
SERVICE  
BAND**

*At No  
Extra Cost!*



POLICE CALLS

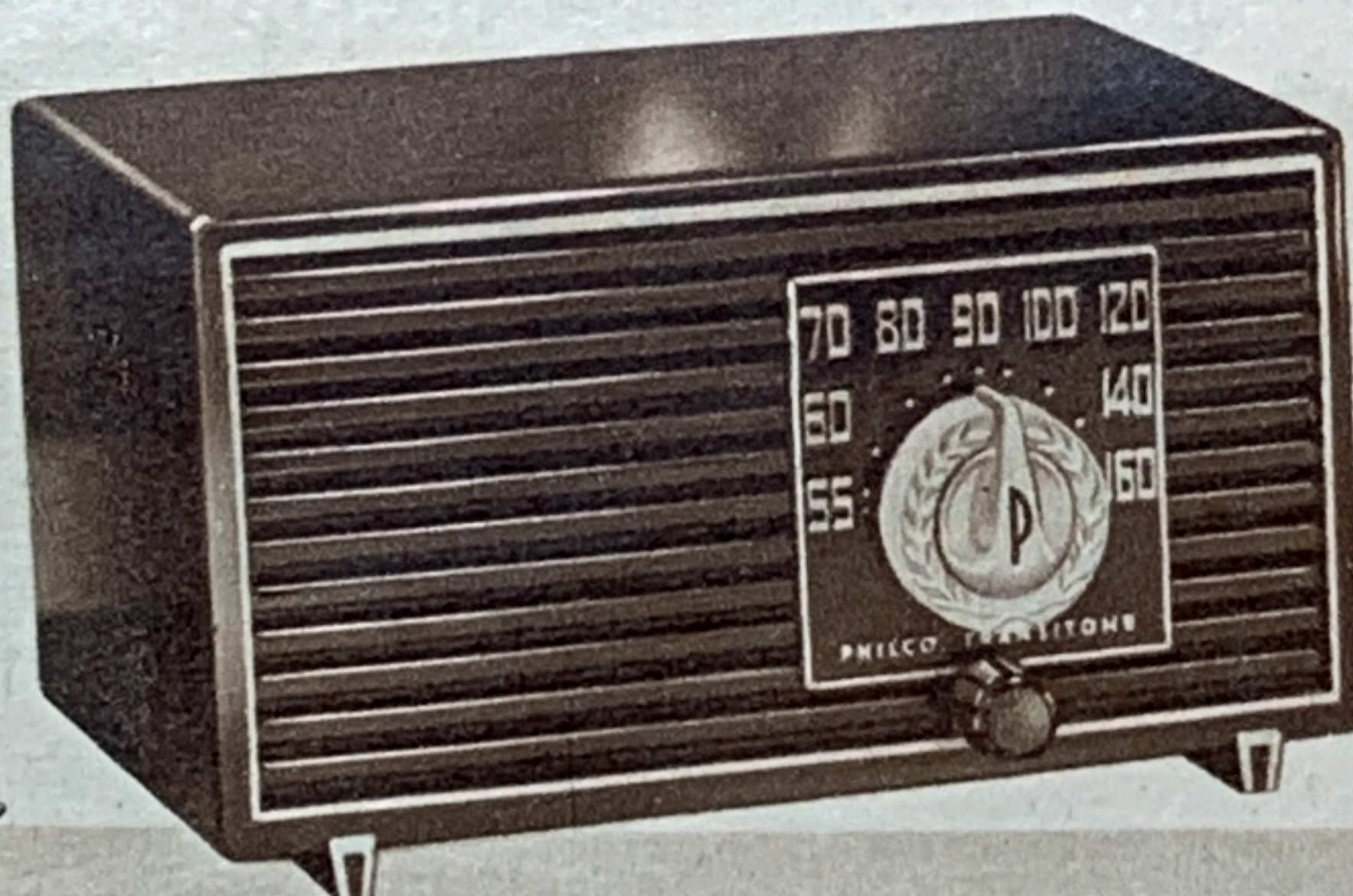


SHIPS AT SEA



AIRCRAFT

Here's fascinating *extra* listening enjoyment—the most  
exciting Short-Wave calls combined in one easy-to-tune  
band—*real life* drama of land, sea and air! All yours, plus  
regular programs, only in a new Philco at *no extra cost!*



**Look!** Real Philco Quality plus  
decorator styling at lowest price.  
Powerful Standard Reception.

PHILCO  
PT-560  
EBONY **\$21<sup>95</sup>**



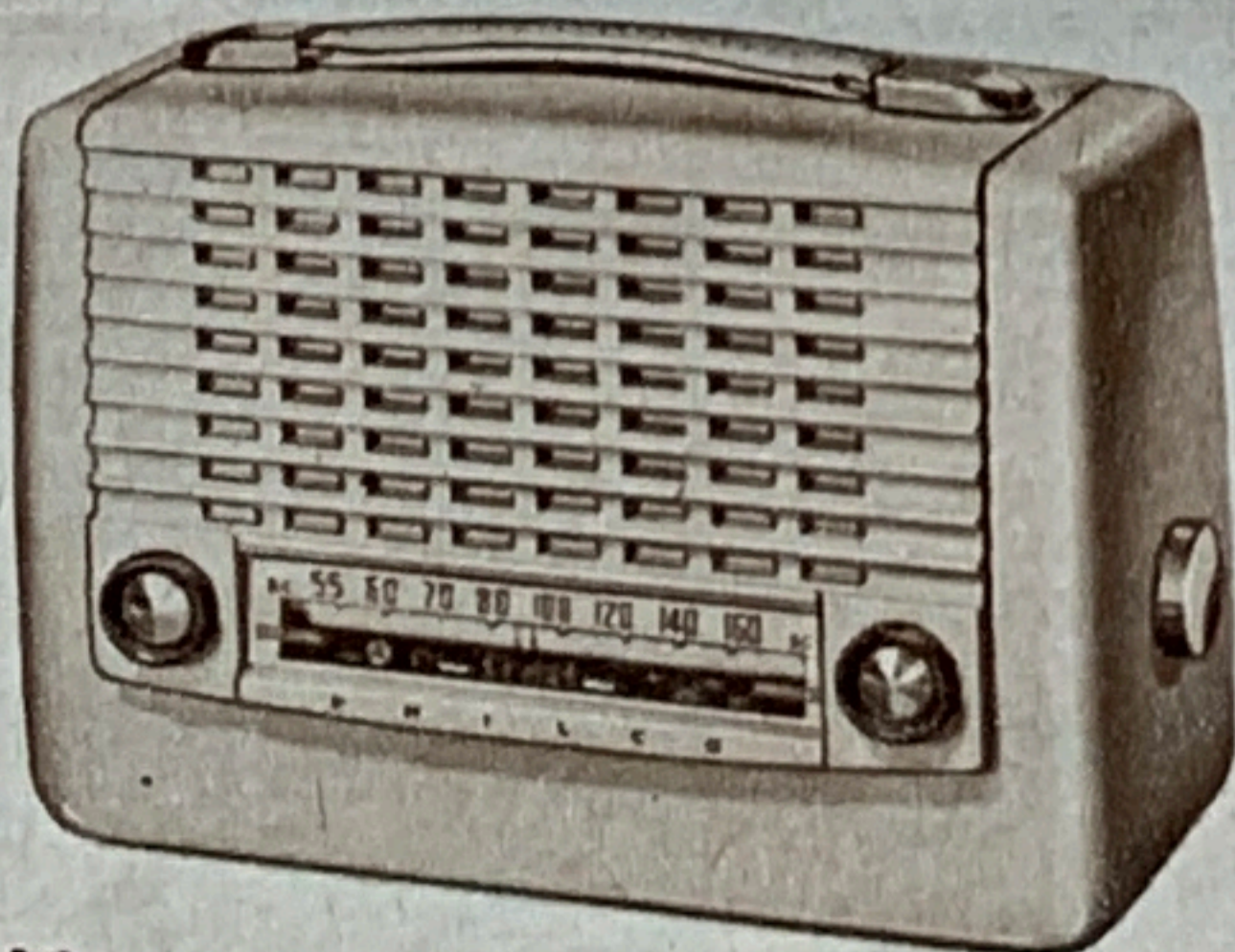
PLAYS  
ALL  
RECORDS

## Philco 3-Speed Radio-Phonograph with *True-Harmonic Reproducer*

**PHILCO 1350.** For the first time, brings you the *full*  
range of harmonics . . . finest record reproduction ever  
achieved! Automatic for all records—up to 5 hours of  
music. Multiwave Radio. Mahogany-finish cabinet.

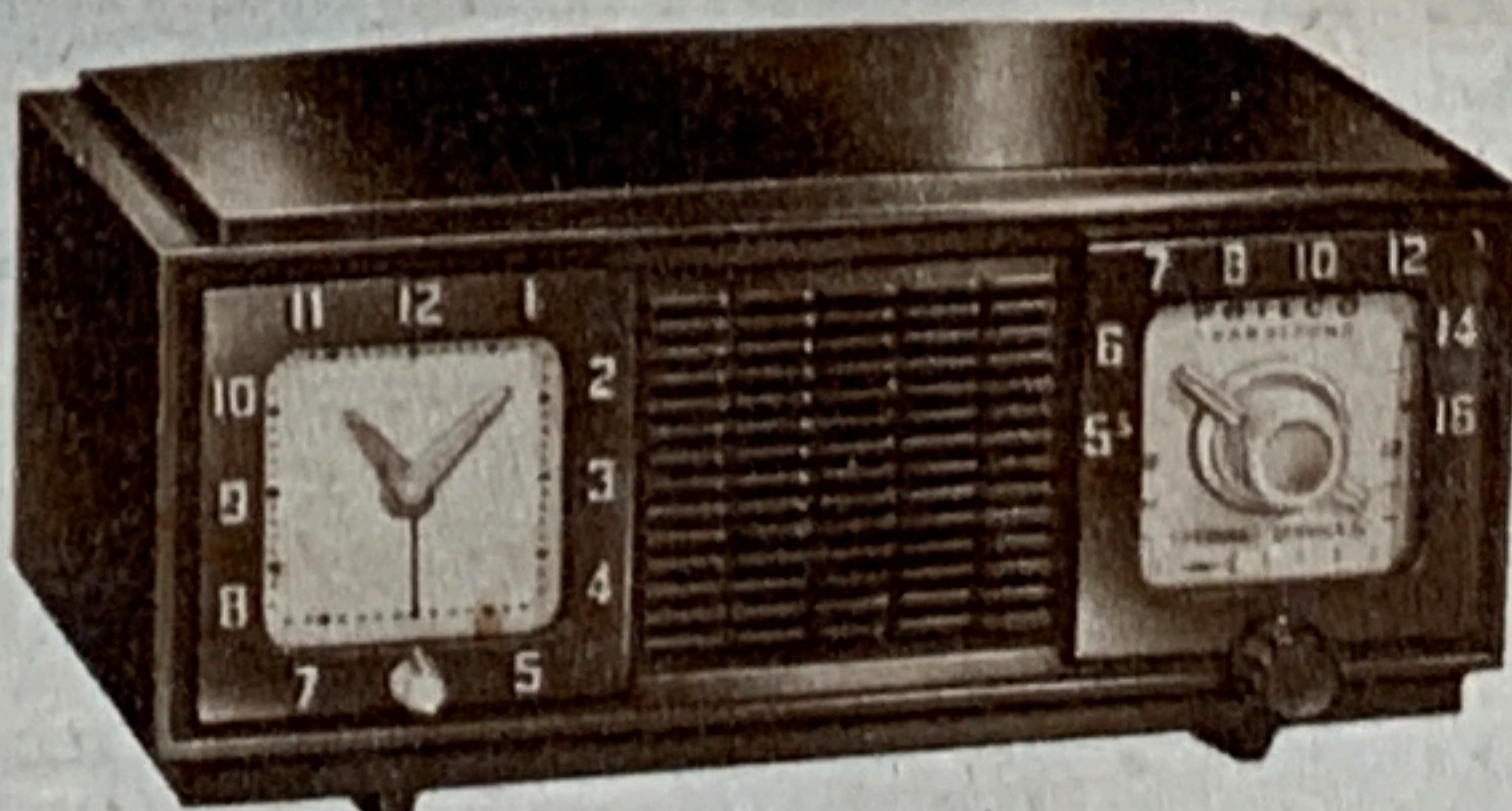
### America's Finest Portable

**PHILCO 656.** Biggest  
value ever in a top  
quality portable. Un-  
matched perform-  
ance on both Stand-  
ard and Special  
Service Bands. AC,  
DC or Battery. Light  
Beige or Pine Green.



*—and don't forget—*

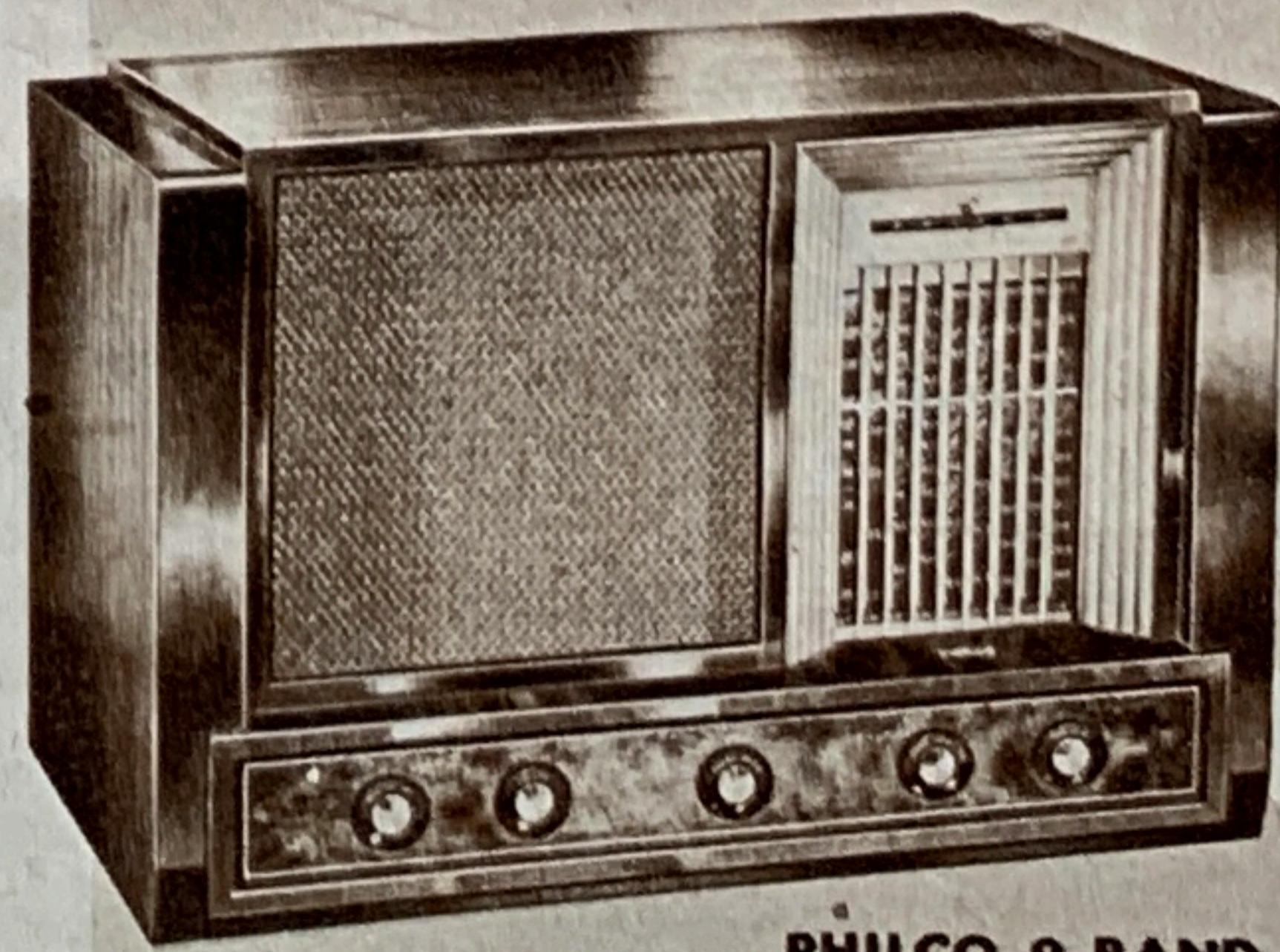
Own a new 1953 Philco on  
**EASY TERMS**



### Big Value *Multiwave* Philco Clock Radio

**PHILCO PT-700.** A terrific buy! De-  
pendable Electric Clock—Regular  
Broadcasts—Special Service Band—  
choice of rich Mahogany or Ivory plas-  
tic—all yours at amazing low price.

UNMATCHED  
**WORLD RECEPTION!**



PHILCO 9-BAND

## *Worldwave* CUSTOM RADIO

**PHILCO 960.** America's greatest radio . . . with  
every Standard Broadcast and Short-Wave  
service on the air! Luxurious Mahogany cabinet.

KOREA  
LONDON  
MOSCOW  
GERMANY