



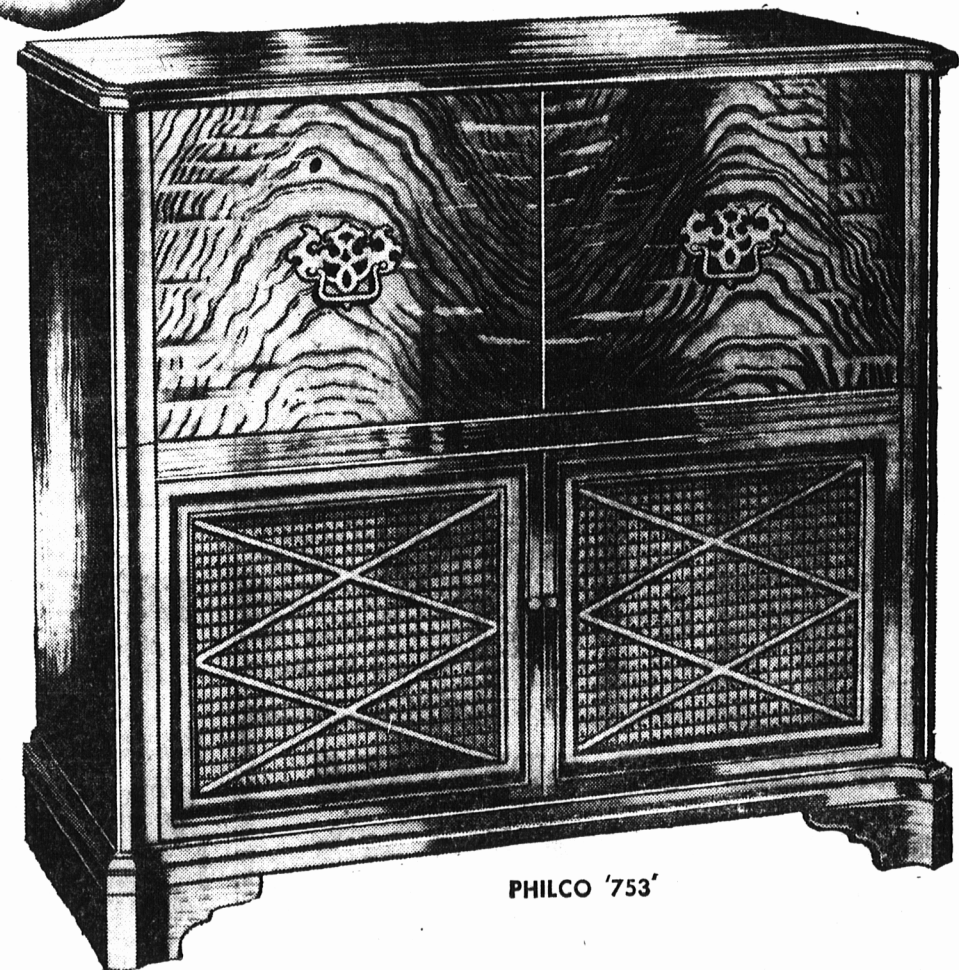
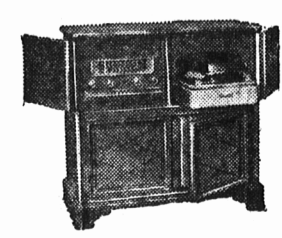
...and
Best of all
a

PHILCO

Dear Santa
Please bring us a wonderful new Philco Radio like my friend Johnny has at his house. There are four in our family counting Mom and Dad and my big sister. I have asked them and we all wish for the same present
Love
Jimmy

★ **PHILCO MODEL '753'** (illustrated) is unsurpassed in distinctive cabinetry, tone, and performance. The luxurious cabinet embodies magnificent panels of highly prized African Croch Mahogany or Genuine Walnut graining. Standard Broadcast and Short Wave Bands, plus new Philco 3-speed Automatic Record Changer; plays 12 ten-inch or 10 twelve-inch 78 R.P.M. recordings, up to fourteen 33 $\frac{1}{3}$ or 45 R.P.M. records. Just one loading can give you five hours of continuous music. New superheterodyne circuit with Tuned R.F. Stage, 3-Gang Condenser, eight Philco tubes . . . truly the finest console combination ever built.

459.50



PHILCO '753'

Yes... This Christmas and for many Christmases to come you and your family will enjoy **YOUR Beautiful New PHILCO** radio with new worlds of entertainment always at your fingertips

YOU can make Christmas a lasting joy. Have Santa bring the family a grand new Philco Radio or Phonograph Combination. Enjoy for the first time the full range of harmonics. The true character and timbre of every instrument you hear from your recordings is interpreted faithfully by Philco's amazing new 3-speed Record Changer. It plays all records, all sizes, up to five hours of continuous recorded music!

Explore new fields of entertainment with a Philco Multiwave radio. Tune in Fishing Fleets, Aircraft, Ships at Sea, Police Calls, and many other exciting Short Wave frequencies. Of all the gifts that Santa brings, Philco will be the number one choice.

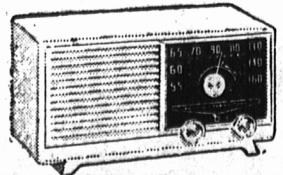
PHILCO 3-Speed Radio-Phonographs
NOW Greater than Ever for 1953
with **NEW True-Harmonic Reproducer**

Sensational New Kind of Radio!

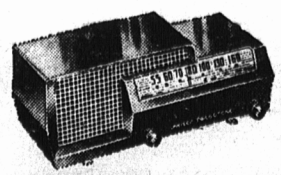
The PHILCO Multiwave Radio with SPECIAL SERVICE BAND



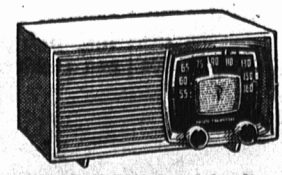
Here's a whole new world of radio entertainment and education at your fingertips! Yes, in addition to superb standard reception, Philco Multiwave Radio brings you dramatic emergency police calls . . . the thrilling hunt of the fishing fleets . . . the spine-tingling SOS of a ship in distress . . . the breathtaking landings of aircraft in fog and storm . . . emergency flashes from Civil Defense authorities . . . and many more exciting short wave calls. All yours, for no more than ordinary radios without this fascinating extra service. Only Philco has it!



PHILCO '162'—Distinctive styling and superb performance with Special Service Band. Cabinet in Maroon, Ivory, Tangerine or Forest Green **64.95**



PHILCO '163'—Regular radio and Special Service Band with gorgeous cabinet styled in the mood of tomorrow. Ebony and Swedish Red **69.95**

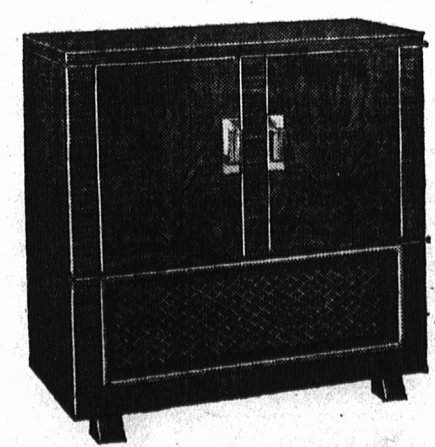
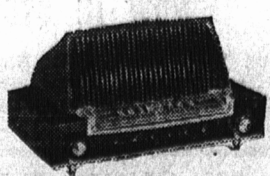


PHILCO '164'—Styled for discriminating tastes, standard broadcast plus Special Service Band, in Ebony or Ivory Plastic Cabinet **69.95**

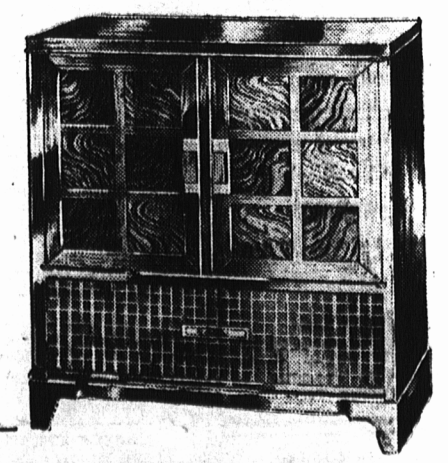
BUY A NEW PHILCO NOW!
Choose from many models

34.50 up

PHILCO '166'—Superb reception of regular radio programs, plus fascinating Special Service Broadcasts, in a dramatic new cabinet designed in Maroon Plastic. **79.95**



PHILCO MODEL '751'
Advanced features, exquisite beauty. Features new M24 3-speed record changer, new Philco Multiwave Special Service Band plus Standard Broadcast. Gorgeous modern cabinet available in Walnut. Powerful permanent magnet speaker. Dimensions—31 $\frac{1}{2}$ " high, 31 $\frac{1}{2}$ " wide, 15 $\frac{1}{2}$ " deep **289.50**



PHILCO MODEL '742'
A Philco masterpiece in tone, performance, and styling. New 3-speed record changer, long and short wave radio. Tuned R.F. stage and 3-gang condenser. Gorgeous modern Hepplewhite cabinet in Mahogany. Dimensions—33 $\frac{1}{2}$ " high, 33" wide, 16 $\frac{1}{2}$ " deep **389.50**

COMMERCIAL EQUIPMENT LIMITED

Head Office — Saint John, N. B.
Branches in: Moncton, Halifax, New Glasgow, Truro, Sydney.



New 1953 PHILCO Radios have just arrived.. See your PHILCO dealer