

*Celebrating
18 Straight Years
of
Leadership*

PHILCO

RADIOS

and

RADIO-PHONOGRAPHS

for **1949**



**Now, from the Philco Laboratories
comes a Great New FM Development**

*True FM
Performance
at an Amazing
Low Price!*

Now that the listening public can hear their favorite radio stars and programs on FM, people are demanding the static-free reception and clearer tone they can get from nearby FM stations. FM is available today to 60 million people. The director of the national FM Association estimates 1000 commercial FM stations by the end of 1948, serving 119 million listeners.

**FM at its Finest, in Noise Reduction,
Tone and Value is yours with the
PHILCO FM System**

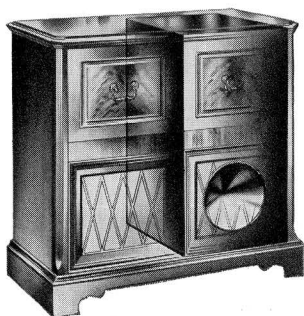
Positively the greatest values on the market, in every price bracket. Philco presents for 1949 an FM-AM table radio which offers the finest FM performance ever achieved at its amazing low price! For even at this price, there are no short cuts in Philco FM performance . . . *the full noise-reducing qualities of the circuit are preserved.* It's true, static-free, quality FM reception for the first time at this sensational low price!

Great New Advancements from the Philco Laboratories for 1949

Spectacular new Philco developments bring a great variety of fundamental contributions to radio and phonograph enjoyment . . . *more than a single year has ever brought in Philco history!* On these and the following pages you see the same driving force which carries Philco to 18 years of radio leadership.

NEW PHILCO ACOUSTICAL SYSTEM *Achieves New Heights of Tone Quality in Table Model and Console Design*

An amazing advance in tonal range and fidelity achieved in certain 1949 Philco models through a new Acoustical System developed in the Philco Laboratories. Used in a console radio-phonograph, this amazing new Philco Acoustical System consists of a specially constructed Balanced Tone Chamber with a High Fidelity Speaker of entirely new design.

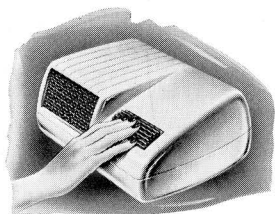


This combination produces a greatly extended and perfectly balanced high frequency and low frequency range, with amazing clarity, mellowness and freedom from distortion. Never before has such tonal fidelity been achieved in a console at so low a price. The Philco Acoustical System brings the first scientific effort to produce genuine console tone in a table radio. The result is a richness and realism of tone never before achieved in a table model of this size.

AT LAST...

Automatic Tuning

in a Popular Priced Table Model!



No dial tuning, no controls to turn, no buttons to push!

Just touch a drum tuner to bring in your choice of six stations, automatically. A jewel-like light changes color to identify each station.

Six knobs underneath the cabinet permit adjustment of each station for best reception. For the first time, the principle of "sequential automatic tuning" is applied to a popular priced, compact radio. Utterly simple to use, fits in anywhere. And remember . . . *only Philco has it!*

FOR THE FIRST TIME...

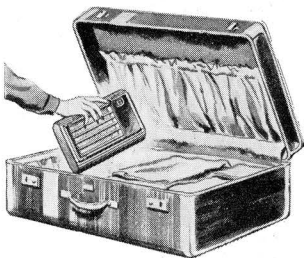
a Personal Radio

with FULL Performance!

No bigger than a lady's handbag, light in weight, AC-DC, fits into a traveling bag like a book. Yet it has the power and punch to pull in stations with full-voiced tone, power, range, sensitivity, and selectivity

. . . from five to ten times the power ever built into a personal radio before!

Jewel case design in mocha plastic. Leather trimmed, gold decorated. Space for owner's initials. *Only Philco has it!*



Every PHILCO Phonograph for 1949 Offers these Great New Contributions to Finer Tone and Performance

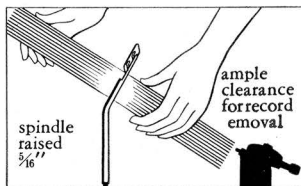
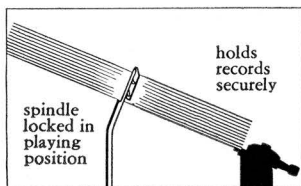
PHILCO Super-Silent Reproducer

New Achievement of Philco Research in Needle Noise and Surface Hiss Elimination

New High Response Tonal System Gives Finer Reproduction of Highs and Lows

And it's on every 1949 Philco radio-phonograph, even at the lowest price! A whole series of Philco engineering refinements greatly reduce surface noise, add longer life to records, prevents record injury, and mark a great advance in clear reproduction of tones heretofore lost in the record.

Every 1949 Philco Record Changer has this New
Self-Adjusting Spindle
for Easy Loading and Unloading of Records



Automatically adjusts itself to provide full clearance for unloading of records without removing spindle

In all 1949 Philco radio-phonographs, the famous push-off type Philco Automatic Record Changer has a permanently attached Self-Adjusting Spindle, newly invented in the Philco laboratories. Patented Adjustable Tip moves out

of the way automatically when records are unloaded. Self-Adjusting Base rises $\frac{5}{16}$ ", giving full clearance for easy removal of records. Only Philco has the Self-Adjusting Spindle!



IT'S HERE FROM
PHILCO
The Leader

**A Sensational New
Phonograph System
that plays a Revolutionary
New Kind of Record!**

bringing you up to
*45 Minutes
of Music
from a Single
12 inch Record!*

*The Foremost Contribution of the Age
in Recorded Music for the Home . . .*

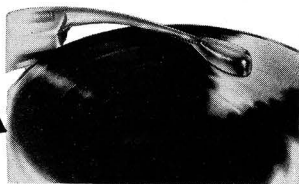
**A Revolutionary,
LONG PLAYING
VINYLITE RECORD
is here for the Home**

**Plays up to 45
minutes of Music from
a single 12-in. Record!**



Imagine, *all the music of a costly six-record album may now be played from just one record!* Full length symphonies, concertos, all the songs of Broadway hits, complete dance programs, dinner music, folk songs! And with startling new beauty and purity of tone! Through a revolutionary "Microgroove" process, the scientists of Columbia Records have developed this record which, *for the first time*, plays up to 45 minutes of music from both sides of a single 12-inch record . . . up to 27 minutes from both sides of a single 10-inch record. Plays at $33\frac{1}{3}$ R.P.M. Made of unbreakable Vinylite, it has new *freedom from surface noise and needle scratch*. Shadings and overtones in the master recording which are lost through ordinary methods, are preserved with amazing fidelity in the long playing Vinylite Record. *Columbia has issued a full release* of classical and popular long playing records.

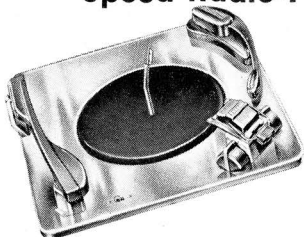
Philco Research
has created an amazing
new reproducer required
to play these records



Balanced Fidelity Reproducer

Caresses the record with a mere $\frac{1}{5}$ ounce pressure. Tracking pressure is so low that it *has ten times greater ability* to follow the microgrooves, so reproducing recorded music without distortion.

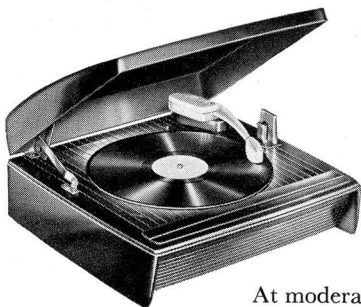
PHILCO for 1949 Presents a full Series of Sensational, Double Tone Arm, Two-Speed Radio-Phonographs . . .



Equipped for BOTH the New, Long Playing Vinylite Records and Automatic Changing of Regular Standard Record!

This new Philco radio-phonograph has two tone arms. One with the Philco Super-Silent Reproducer for standard records. The other with the revolutionary new Philco Balanced Fidelity Reproducer for Long Playing Records. It has the Philco Automatic Record Changer with Self-Adjusting Spindle for standard records. A two-speed motor which plays at 78 R.P.M. for standard records and at $33\frac{1}{3}$ R.P.M. for long playing records.

The Amazing New Philco **ALBUM LENGTH RECORD PLAYER**



Equips any Radio or Phonograph, old or new, to play the revolutionary new Long Playing Vinylite Record.

At moderate cost, this Philco Album Length Record Player may be attached by the dealer or service man to any make radio or radio-phonograph. It has the Philco Balanced Fidelity Reproducer, $33\frac{1}{3}$ R.P.M. motor and turntable, in a handsomely designed, compact mahogany plastic cabinet.

Many 1949 and 1948 Philco radios and radio-phonographs are equipped with a socket where the Philco Album Length Record Player may be plugged in.



PHILCO 1615



In this magnificent Mahogany Georgian cabinet, Philco presents the most sensational features yet developed for radio and record enjoyment. Double Tone Arm, Two-Speed Phonograph plays standard and Album-Length records. New Philco Balanced Fidelity Reproducer gives "concert hall" tone to long-playing records. *Only 1/5 ounce pressure*, lightest ever achieved, means long life to records, amazing elimination of surface hiss and needle noise. New Philco Super-Silent Reproducer for standard records.

Philco Automatic "push-off" Record Changer handles 10 twelve-inch or 12 ten-inch records. Self-Adjusting Spindle automatically provides full clearance for easy unloading. Philco Electronic Scratch Eliminator. Sensational new Philco FM System for finest FM reception. New Philco Acoustical System gives true balance and tonal fidelity. 6 Electric Push Buttons... 5 Position Tone Selector. 10 Tubes, plus rectifier. Standard AM and full 88-108 mc. FM Bands. 12 Watts Output. Built-In AM and Line-Cord FM Aerial.

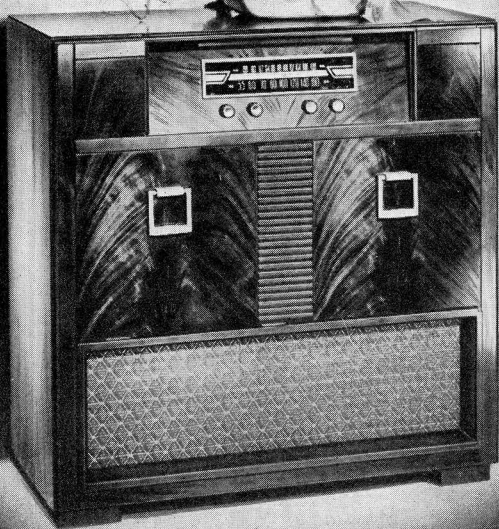


PHILCO 1613



Luxury features of Philco research in tone and performance . . . a triumph of quality and value. Double Tone Arm, Two-Speed Phonograph plays new Album-Length and standard records. New Balanced Fidelity Reproducer gives true tone balance on Album-Length records . . . plus amazing elimination of surface hiss and needle noise. Philco Super-Silent Reproducer for standard records. Philco Electronic Scratch Eliminator. Philco Automatic Record Changer handles 10 twelve-inch or

12 ten-inch records. Philco Self-Adjusting Spindle. Sensational new Philco FM System delivers finest FM reception. 10 Tubes, plus rectifier. 12-Inch Concert Grand Dynamic Speaker. Luxurious Mahogany Console. Inclined instrument panel. Enclosed record space. Standard Broadcast and full 88-108 mc. FM Bands. Combined Bass Compensation and Treble Control. Built-In AM and Line-Cord FM Aerials. Push-Pull Pentode Audio System.



PHILCO 1611



Rich beauty of design and newest Philco developments, all at a moderate price. Double Tone Arm, Two-Speed Phonograph for playing standard and Album-Length records. Philco Super-Silent Reproducer greatly reduces surface hiss and needle noise on standard records. New Philco Balanced Fidelity Reproducer achieves true tone, amazingly free of surface hiss and needle noise for Album-Length records. Philco Automatic Record Changer handles 10 twelve-inch or 12 ten-inch records easily, swiftly,

gently. Philco Self-Adjusting Spindle provides *full clearance* for easy unloading. Amazing freedom from static with new Philco FM System. 7 Philco Tubes, plus 2 Selenium Rectifiers. Balanced FM Detector System; noise-reducing Philco converter. 10-inch Permanent Magnet Speaker. Flame-Grain Mahogany Console with exceptionally large dial and enclosed record space. Standard Broadcast and full 88-108 mc. FM Bands. Built-In AM and Line-Cord FM Aerials. Beam Power Pentode Audio System.

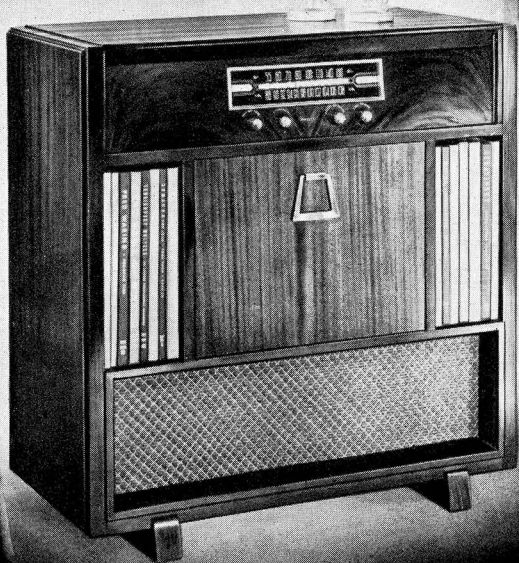


**PHILCO
1609**



Sensational value in a luxury console for long-playing Album-Length and standard records . . . plus FM and AM radio reception. New Double Tone Arm, Two-Speed Phonograph that plays up to 45 minutes of music from both sides of a 12-inch record . . . as well as standard records. Philco Balanced Fidelity Reproducer gives true tonal fidelity to long-playing records, amazing elimination of surface hiss and needle noise. Philco Super-Silent Reproducer for clear, brilliant

performance from standard records. Philco Self-Adjusting Spindle. Philco Automatic "push-off" Record Changer handles 10 twelve-inch or 12 ten-inch records. 7 Philco Tubes, plus 2 Selenium Rectifiers. Permanent Magnet Speaker. Classic Modern Walnut Console. Drop-Panel Changer Compartment. Covers Standard Broadcast and full 88-108 mc. FM Bands. Built-In AM and Line-Cord FM Aerials. Bass and Treble Tone Control. Beam Pentode Audio System.

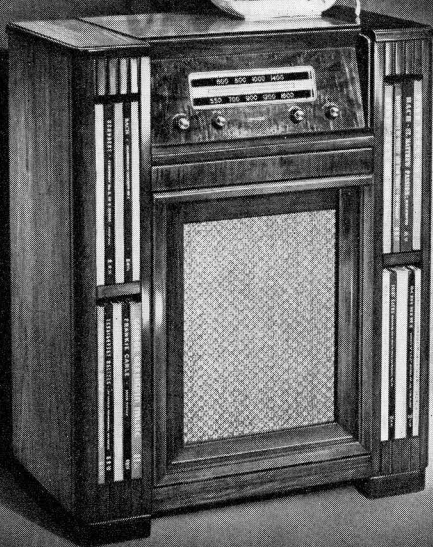


PHILCO 1606-04



Here is the style and value leader of the industry in a radio-phonograph console with FM. Sensational new Philco FM System is designed to bring you FM at its finest in tonal range and noise reduction; amazing freedom from static. Philco "push-off" Automatic Record Changer handles 10 twelve-inch or 12 ten-inch records. Philco Super-Silent Reproducer greatly reduces surface hiss and needle noise. Philco Self-Adjusting Spindle automatically gives *full clearance* for easy unloading of records. Powerful Superheterodyne Radio gets fine

selectivity, great power, superb quality of tone. 7 Philco Tubes, plus 2 Selenium Rectifiers. New 10-inch Permanent Magnet Speaker. Classic Modern Mahogany Cabinet with Drop Panel Front. Generous record storage space. Standard Broadcast and full 88-108 mc. FM Bands. Plug-In Socket and Switch for Philco Album-Length Record Player. Built-In AM and Line-Cord FM Aerials. Philco 1604... in same stunning cabinet but with AM reception only. Powerful radio has 5 tubes, plus rectifier.



PHILCO 1602



Radio-Phonograph Console at a popular price, with deluxe features. Functional design modern walnut cabinet. Philco Automatic Record Changer handles 10 twelve-inch or 12 ten-inch records. Self-Adjusting Spindle developed by Philco automatically provides full clearance for easy unloading of records without removal of spindle. New Philco Super-Silent Reproducer greatly reduces surface hiss and needle noise. Its lower needle pressure combined with new circuit and speaker give superb low and high response.

5 Tubes, plus rectifier including famous Philco Loktal Tubes. 3 I.F. Transformers for greater sensitivity. Powerful PM Dynamic Speaker. Continuously variable Tone Control. New Philco Built-In Aerial System. Beam Power Pentode Audio System. 4 separate record compartments. Easily accessible Radio Controls on front of cabinet. Inclined instrument Panel. Tilt-front Panel. Covers full standard broadcast range from 540 to 1620 kc. Plug-In Socket and Switch for Philco Album-Length Record Player.

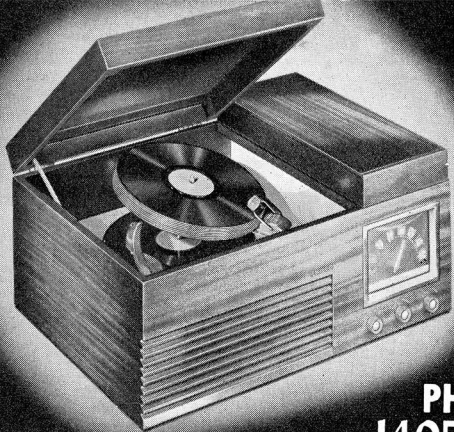


**PHILCO
1600**



A new high in quality at a new low in price! Famous Philco "push-off" Record Changer handles 10 twelve-inch or 12 ten-inch records. Self-Adjusting Spindle developed by Philco automatically provides full clearance for easy unloading of records without removal of spindle. New developments in the Philco Super-Silent Reproducer greatly reduce surface hiss and needle noise. Lower tracking pressure combined with new circuit and speaker give superb low and high response. 4

famous high-power Loktal tubes, developed by Philco. Powerful Superheterodyne Radio gives fine selectivity, great power, superb tone quality. Powerful PM Dynamic Speaker. New Built-In Aerial System. Beam Power Pentode Audio System. Easily accessible Radio Controls. 4-Color backlighted dial. Compact Modern Georgian Walnut Cabinet designed to blend with any furnishings. Covers full broadcast range from 540 to 1620 kc. Plug-In Socket and Switch for Philco Album-Length Record Player.



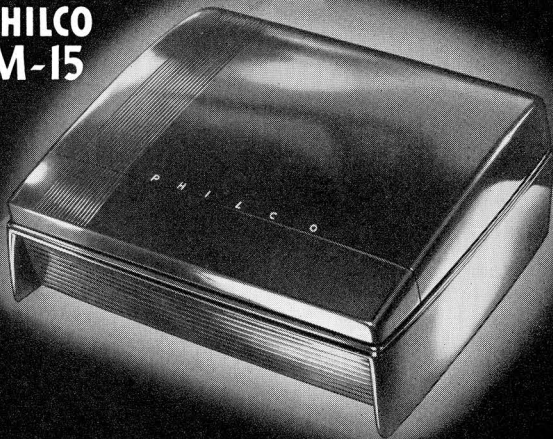
PHILCO
1405-04



The Philco 1405 (above) new luxury table combination in Mahogany. Double Tone Arm, Two-Speed Phonograph with Philco Balanced Fidelity Reproducer for Album-Length records; Philco Super-Silent Reproducer for standard records. New Philco Acoustical System gives console tone. Philco Automatic Record Changer and Self-Adjusting Spindle. 4 Philco Tubes, plus rectifier. Beam Pentode Audio System. Philco 1404, same as above, but for standard records only.

The Philco Album Length Record Player M-15 (below) equips any radio or phonograph, old or new, to play the revolutionary new 45-minute Vinylite Album-Length records. It has the new Philco Balanced Fidelity Reproducer for "concert hall" tone. Only 1/5 ounce pressure assures long life to records; amazing reduction of surface hiss and needle noise. 33 1/3 R.P.M. motor. Streamlined brown plastic cabinet. Trim, compact, with clean sweeping modern lines. Very light, easy to move.

PHILCO
M-15





**PHILCO
1101-00**



Philco 1101 offers static-free Philco FM as well as AM radio reception in a full-size mahogany console of exquisite design. Entire circuit is specially designed for quality reproduction. Extremely sensitive Superheterodyne Circuit operates on any AC house current. 7 Philco Tubes, plus 2 rectifiers. Balanced FM Detector System, noise-reducing Philco converter. 8-Inch Permanent Magnet Speaker. New Philco FM-

AM Built-In Dual Aerial System. 2 Tuning Bands cover both Standard Band and entire Standard FM Band from 88 to 108 megacycles. 4-Color Horizontal Dial. Impressively designed cabinet has commanding size and beauty. Plug-In Socket and Switch for Philco Album-Length Record Player; Beam Pentode Audio System. Philco 1100, in same striking cabinet, has same quality Philco features as above, except for FM.



**PHILCO
909**



The Philco 909 (above) is a luxurious FM-AM table radio with console tone. It has the sensational new Philco FM System. New Philco Acoustical System. Powerful AC Superheterodyne Circuit. Balanced FM Detector System, Philco Converter and 7 Philco Tubes, plus 2 rectifiers. New Philco Built-In Dual Aerial System. 6 I. F. Transformers. Beam Power Pentode Audio System. Standard and FM Bands. Mahogany cabinet. Plug-In Socket and Switch for Album-Length Record Player.

The Philco 906 (below) brings true quality, great value in a smart FM-AM table model. Amazing new Philco FM System combined with AM in specially designed circuit. Philco AC-DC Superheterodyne Circuit. 7 Philco Tubes, plus rectifier. Balanced FM Detector System, Philco converter. PM Dynamic Speaker. New Philco Built-In Dual Aerial System. Beam Power Pentode Audio System. Covers Standard and FM Bands. Classic Modern Plastic Cabinet in cocoa brown with ivory.

**PHILCO
906**





**PHILCO
905**

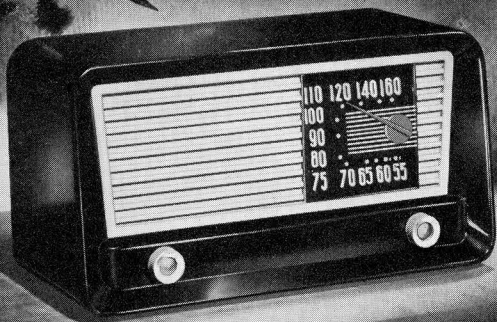


The Philco 905 (above) offers the greatest FM-AM value in America today! A complete, quality FM System. Philco AC-DC Superheterodyne Circuit. 5 Philco Tubes, plus rectifier. Balanced FM Detector System, with Philco converter as well as 4 other war-developed miniature tubes. PM Dynamic Speaker. New Philco Built-In Dual Aerial System. Beam Power Pentode Audio System. 2 Tuning Bands cover Standard and FM reception. Trim, compact Plastic Cabinet.

The Philco 904 (below) gives big table radio performance with short-wave. Philco AC-DC Superheterodyne Circuit. 5 Philco Tubes, plus rectifier. Permanent Magnet Dynamic Speaker. Philco Built-In Loop Aerial System. Beam Power Pentode Audio System gives great undistorted sound output. Covers Standard American Broadcasts, Foreign and Domestic Short-Wave, State Police. Underwriters' Approved. Rich Brown Plastic Cabinet.

**PHILCO
904**





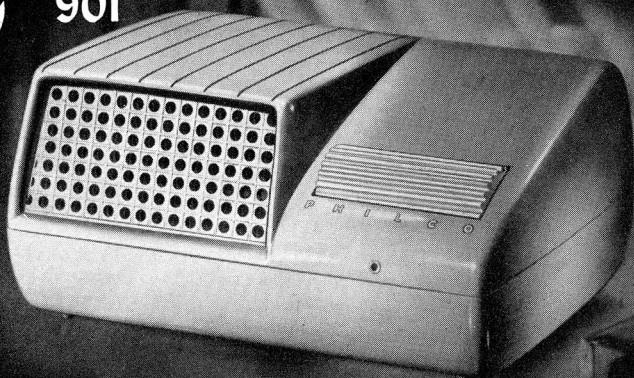
**PHILCO
902**



The Philco 902 (above) has wonderful power and tone, at moderate cost. Just plug in and play. Philco AC-DC Superheterodyne Circuit. 5 Philco Tubes, plus rectifier. Permanent Magnet Dynamic Speaker. Beam Power Pentode Audio System. Handsome Illuminated Dial. Improved Built-In Loop Aerial. Provision for connecting outside aerial if desired. Underwriters' Approved. Standard American Broadcasts. Cocoa Brown Plastic designed with classic simplicity.

The Philco 901 (below) with Automatic "Touch Tuning". Six knobs in bottom of cabinet make it easy to adjust for 6 selected stations . . . then tune in any of them at a touch, even in the dark! Philco AC-DC Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. Permanent Magnet Dynamic Speaker. Improved Built-In Loop Aerial. Beam Power Pentode Audio System. Underwriters' Approved. Standard American Broadcasts. In Ivory or Light Green Plastic.

**PHILCO
901**





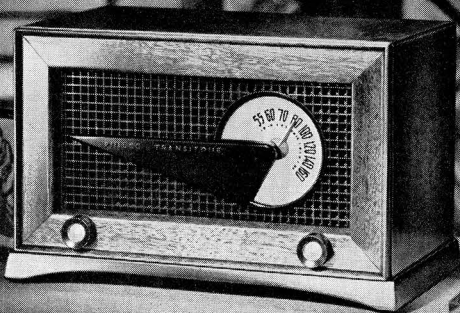
**PHILCO
900**

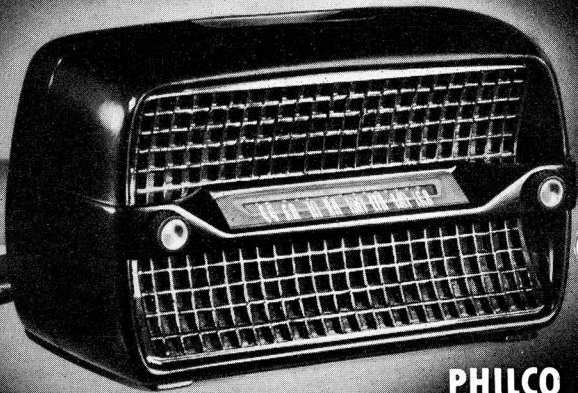


The Philco 900 (above) features style, performance, value! Philco Superheterodyne Circuit operates on AC or DC house current. 5 Philco Tubes, plus rectifier. Illuminated Radial Dial visible from front or top! Permanent Magnet Dynamic Speaker. Beam Power Pentode Audio System. Improved Built-In Loop Aerial. Just plug in and play! Underwriters' Approved. Brings in all Standard American Broadcasts. Plastic Cabinet in new Ebony color. Also available in Ivory finish.

The Philco 506 (below) is a compact radio of luxurious beauty. Sensitive AC-DC Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. 2-Color Illuminated Circular Dial. Permanent Magnet Dynamic Speaker. Beam Power Pentode Audio System. Improved Built-In Loop Aerial...carry radio from room to room...just plug in and play! Underwriters' Approved. Covers Standard Broadcast Band. Modern-Classic Design in genuine mahogany or walnut.

**PHILCO
506**





PHILCO 505

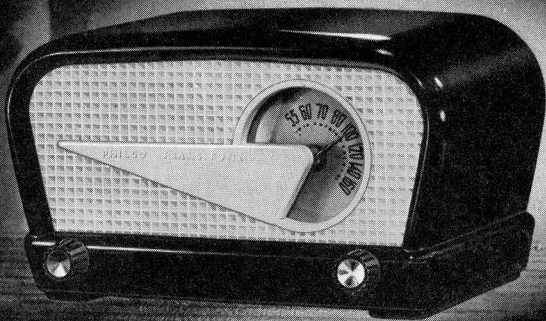


The Philco 505 (above) is a new cabinet design, completely finished on all sides... it'll look well anywhere in the room. AC-DC Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. Inclined illuminated slide-rule dial. Permanent Magnet Dynamic Speaker. Improved Built-In Loop Aerial. Just plug in and play! Beam Power Pentode Audio System. Underwriters' Approved. Full Standard Broadcast Range. Rich brown plastic surface extends over entire back of cabinet. New flush grip for easy portability.

The Philco 504 (below) plugs in and plays on AC or DC house current. Sensitive Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. 3-Color illuminated horizontal dial. Improved Built-In Loop Aerial with provision for connecting outside aerial if desired. Permanent Magnet Dynamic Speaker. Beam Power Audio System. Underwriters' Approved. Brings in all Standard American Broadcasts. Graceful, Streamlined Plastic Cabinet in rich Walnut or Ivory Color.

PHILCO 504





**PHILCO
503**

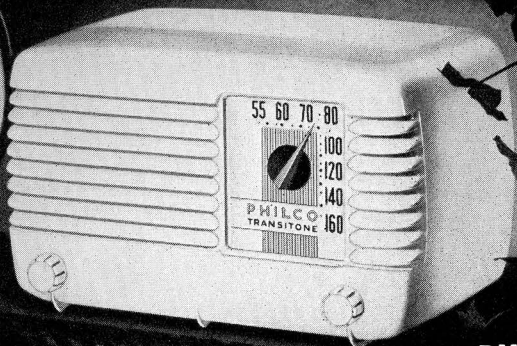


The Philco 503 (above)... a dramatically different design in lustrous ebony Thermoplastic. It features highly sensitive Philco AC-DC Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. 2-Color Illuminated Dial. Beam Power Pentode Audio System provides undistorted sound output. Permanent Magnet Dynamic Speaker. Improved Built-In Loop Aerial. All Standard American Broadcasts. Underwriters' Approved. Also in Spruce Green Polystyrene plastic.

The Philco 501 (below) features a striking new concept in compact design. Extremely sensitive AC-DC Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. Improved Built-In Loop Aerial for greater efficiency. Beam Power Pentode Audio System results in more life-like tone. Permanent Magnet Dynamic Speaker. Covers full Standard American Broadcast Band. New-design plastic cabinet. Stunning Lucite Wheel Dial. Underwriters' Approved. Also available in Ivory plastic.

**PHILCO
501**





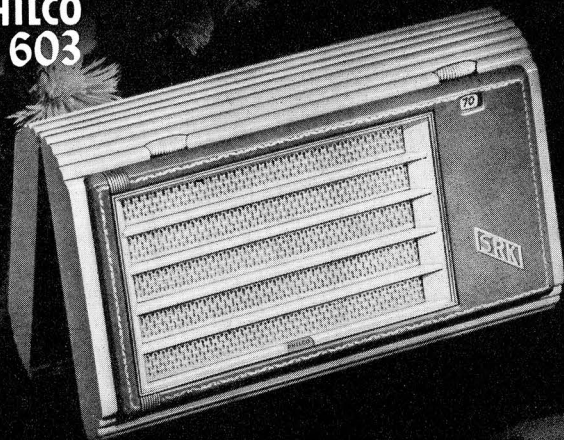
**PHILCO
500-1**



The Philco 500-1 (aLove) represents America's greatest value in a quality compact radio. Popular modern design in rich ivory-colored plastic. AC-DC Superheterodyne Circuit. 4 Philco Loktal Tubes, plus rectifier. Permanent Magnet Dynamic Speaker. Beam Power Pentode Audio System provides undistorted sound output. Improved Built-In Aerial. Large, Modern Easy-View Dial. Underwriters' Approved. Standard Broadcast Band. Also available in Walnut-colored plastic.

The Philco 603 (below) is a "first" in radio history! An AC-DC personal radio with full performance, 5 to 10 times greater power. A miniature masterpiece of design, no bigger than a lady's handbag...with space for initials! Superheterodyne Circuit. 4 Philco Tubes, plus rectifier. Permanent Magnet Dynamic Speaker. Built-In Loop Aerial. Beam Power Pentode Audio System. Underwriters' Approved. Standard American Broadcast range. Mocha plastic with genuine leather.

**PHILCO
603**





**PHILCO
605**



The Philco 605 (above) is champion of all 3-way portables. Plugs in and plays on any AC-DC house current, or operates on self-contained battery. Philco Superheterodyne Circuit. 5 Philco Tubes, plus rectifier. Beam Power Pentode Audio System. Permanent Magnet Dynamic Speaker. Built-In High-Efficiency Loop Aerial. Standard Broadcast range. Light-weight. Underwriters' Approved. Sturdy, weatherproof brown plastic laminate, alligator grain.

The Philco 602 (below) plugs in and plays on AC or DC house current, or operates on self-contained battery. 4 Tubes, plus Selenium Rectifier for instant warm-up. Smart plastic cabinet in Ivory, Tan, Maroon and Green. Folding handle. Beam Power Pentode Audio System. Permanent Magnet Dynamic Speaker. Built-In High-Efficiency Loop Aerial. Covers full Standard American Broadcasts. Light-weight, truly portable. Model 601, exactly the same, but battery only.



**PHILCO
602-01**





**PHILCO
100**



The Philco 100 is a new Farm Radio sensation, with great power, range, economy for unwired homes. Philco Superheterodyne Farm Radio Circuit provided tremendous range selectivity and sensitivity, even in remote localities. 4 Philco Farm Radio Tubes. Concealed standard battery block gives months of radio enjoyment at lowest cost per hour.

New inclined Horizontal Dial. Beam Power Pentode Audio System for undistorted sound output. Permanent Magnet Farm Radio Speaker gives rich, clear tonal quality. Automatic "On-Off" Signal. Covers all Standard and State Police Broadcasts. Modern, Streamlined Table Cabinet in dark brown plastic with lustrous, durable finish.

