



**The Back-to-School
"Class Leader"
in Record Players**

Value scoop in portable 3-speed record players! Lid detaches to form an attractive base. Famous Philco amplifier achieves rich, full reproduction. Tone Control. Leatherette case in Charcoal or Ginger. **PHILCO 1351**

NEW 1957
PHILCO
PHONOGRAPHS



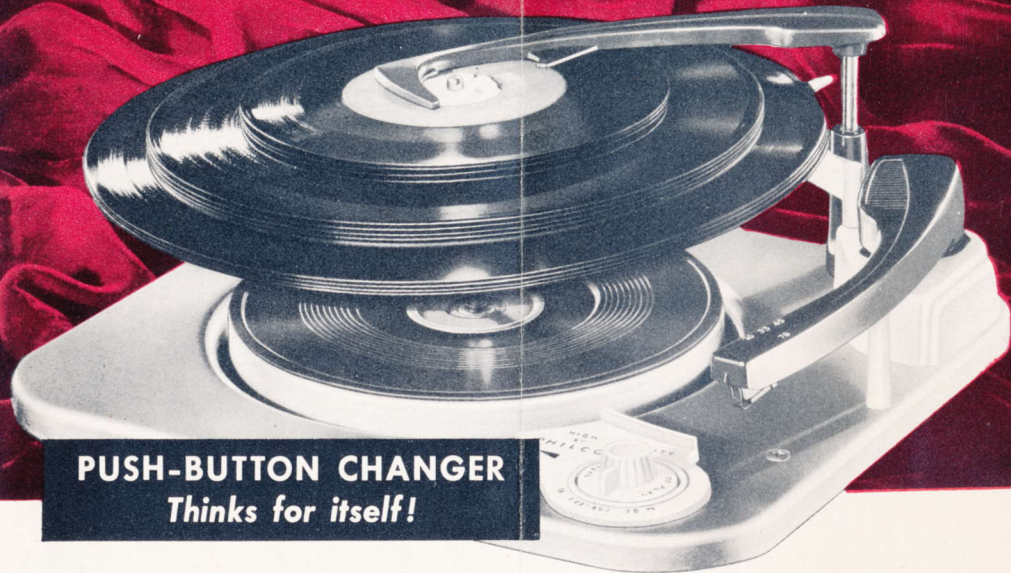
**HIGH
FIDELITY**
instruments
for "Living Sound"

**PORTABLE
PLAYMATES**

for Record Fans
"on the Go"!



THE NEW PHILCO 4-SPEED AUTOMATIC
"Micro-Mix" RECORD CHANGER



PUSH-BUTTON CHANGER
Thinks for itself!

Now ... you can mix 33 $\frac{1}{3}$ and 45 RPM records in all sizes ... 7", 10" and 12". Not only does the tone arm move precisely onto the proper size record, *but the speed changes automatically.*

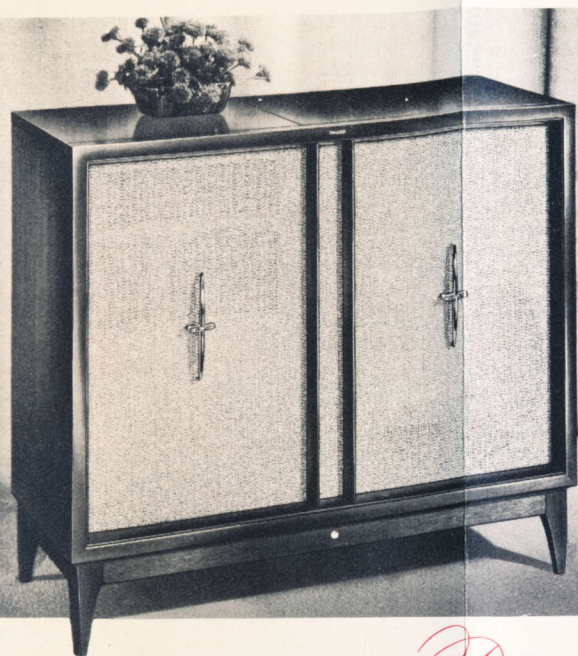
Now ... you can enjoy all records ... 78, 33 $\frac{1}{3}$, 45 and even the new 16 $\frac{2}{3}$ RPM records.

Now ... complete automatic shut-off! After last record, tone arm returns to the rest position, turn-table stops, motor and tubes turn off completely.

Now ... with this great new changer that thinks for itself, one push button controls all operations.

Philco Dual Needle Ceramic Pick-up
All weather ceramic flip-over cartridge assures finest reproduction, regardless of temperature changes or humidity. Twin synthetic sapphire needles track perfectly on 78 RPM and long playing records.

Brilliant New Instruments of "Living Sound"... Matchless High Fidelity Priced for Everyone!



THE PROUD SUCCESSOR TO CUSTOM
INSTALLED HIGH FIDELITY . . .

A complete High Fidelity System . . . exclusive Cathedral Speaker, 15-inch Electrodynamic "Woofer", power-packed amplifier with 30-watt maximum output, Micro-Mix changer . . . all acoustically matched to

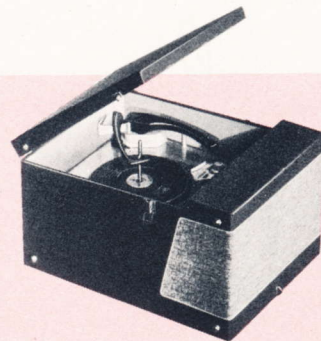
attain new standards of "Living Presence" in one master-crafted instrument. "Music Chamber" Cabinet in selected Mahogany solids, and veneers, finished as blond, mahogany or fruitwood. **PHILCO 1766**

Phonorama III

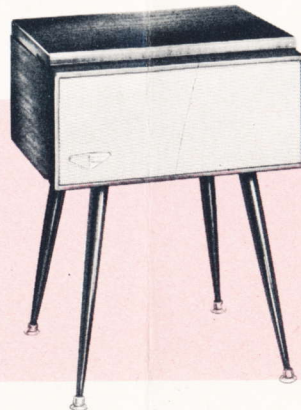
GIGANTIC NEW PHILCO Cathedral Speaker



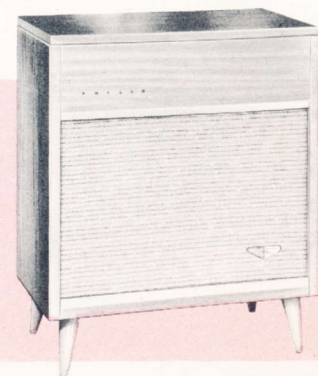
A colonnade of 66 electrostatic speakers in one. Operates from 2,000 cycles clear up to 20,000.



PORTABLE HIGH FIDELITY
"Micro-Mix" 4-speed changer. Electrostatic Speaker, 6" woofer. Separate bass and treble control. Push-pull output. **PHILCO 1360**



UNCHALLENGED VALUE LEADER
"Micro-Mix" changer. Electrostatic Speaker. Boom Gate. 8" woofer. Plug-in for AM-FM. 10 watts maximum. Light or dark finish. **PHILCO 1363**

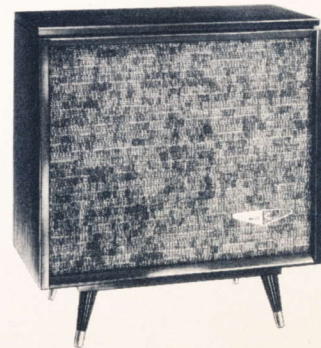


NEW SPACE-SAVING CONSOLE
Choice of Blond or Mahogany finish. Full 14-watt maximum amplifier. Electrostatic speaker. "Micro-Mix" 4-speed changer. AM-FM plug-in. **PHILCO 1763**

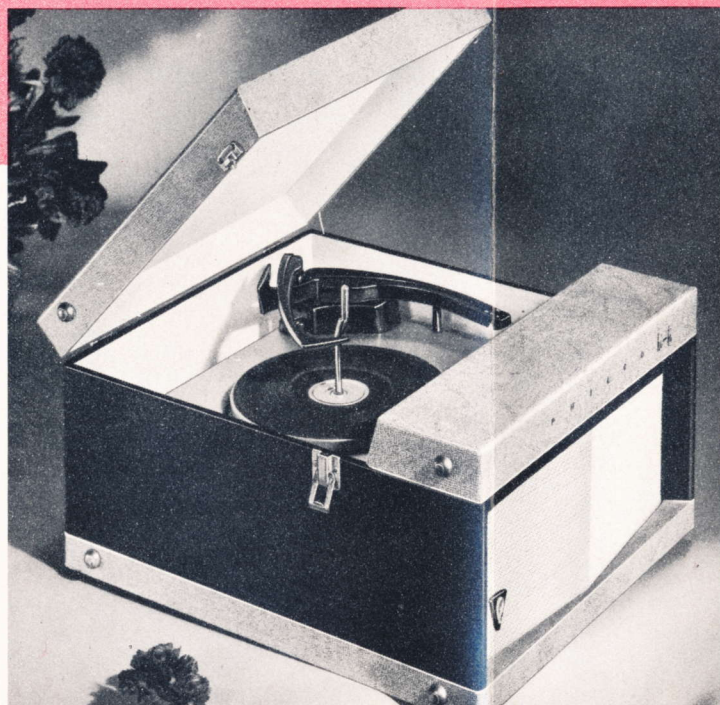


MUSIC CHAMBER CABINET DESIGN

Dynamic "Living Sound" 14-watt maximum amplifier . . . Philco Electrostatic Speaker. 10" woofer. "Micro-Mix" changer. Plug-in for AM-FM. Mahogany, Blond or Teak finish. **PHILCO 1765**



Music on the Move from PHILCO



Portable Hi-Fi with new matched Twin Speaker System

Not one, but *two* 6-inch electrodynamic speakers with heavy, over-size magnets for room-flooding sound. Variable tone control. A superb Hi-Fi automatic portable phonograph with big tone chambers that makes all your records "come alive." Compact luggage case in two-tone grained Morocco leatherette. **PHILCO 1358**

with the great new Philco "Micro-Mix" record changer

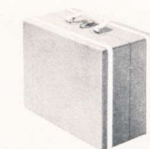
It's all automatic! It plays all 4 speeds. You can intermix 33 $\frac{1}{3}$ and 45 RPM records in all sizes... 7", 10" and 12".

NEW 1957 "PORTABLE PLAYMATES" for America's Record Lovers!



"Scholastic" 4-Speeder... second speaker in detachable lid!

It's new! It's news! One speaker in the phonograph itself. Another in the lid. And the lid, with 15 ft. of cord, detaches and can be carried anywhere as a portable speaker. Plays all 4 speeds—even new 16 $\frac{2}{3}$ RPM. Variable tone control. Smart Tan leatherette case. **PHILCO 1353**



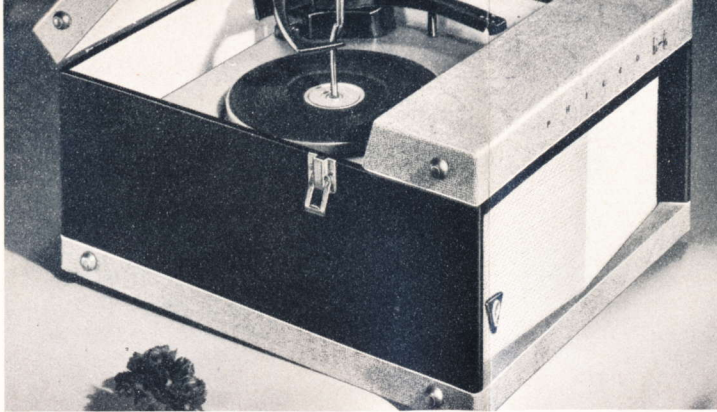
New 4-Speeder...Lid Detaches becomes portable speaker!

Never before a 4-speed automatic packed with so many exclusive new features. The lid, with 15 ft. of cord, has built-in bi-directional speaker. Variable tone control. New Philco "Micro-Mix" 4-speed automatic record changer. New 6" oval speaker. In Navy and Gray luggage case. **PHILCO 1357**



The Automatic Portable that sings "VALUE"!

Feature for feature a matchless instru-



Variable tone control. A superb Hi-Fi automatic portable phonograph with big tone chambers that makes all your records "come alive." Compact luggage case in two-tone grained Morocco leatherette. **PHILCO 1358**

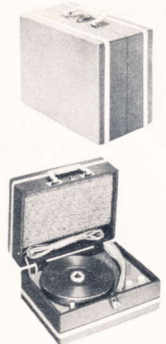
with the great new Philco "Micro-Mix" record changer

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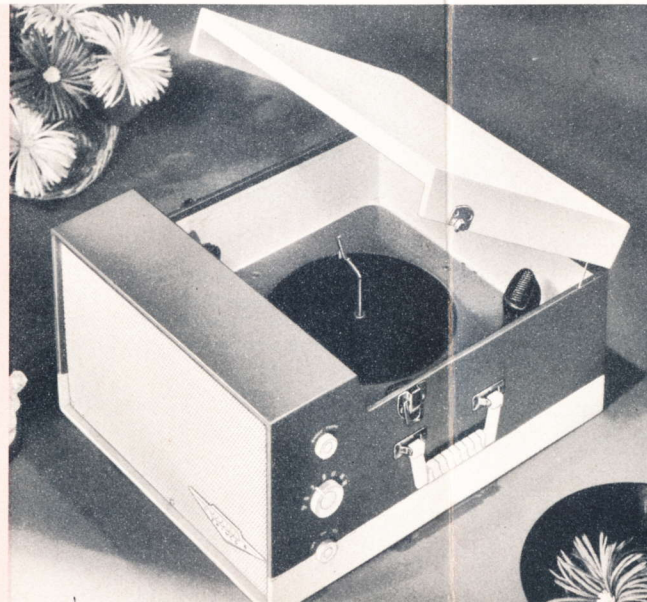
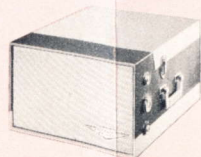


Philco's New Phono-Radio

Imagine *two* great instruments in one elegant piece of travel-light luggage! A completely automatic 3-speed phonograph with synthetic sapphire dual-needle pick-up. Full output for rich, vibrant tone. *Plus* a power-packed Philco Radio. Handsome, durable luggage case in smart Slate Gray and Ivory. **PHILCO 1370**

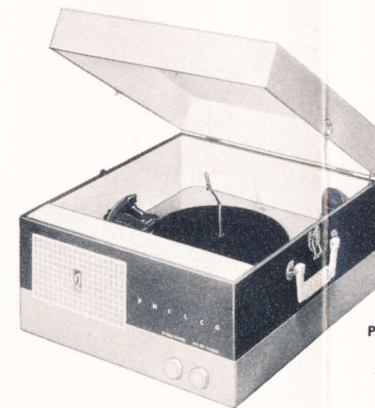
Change to Radio any time you like!

Controls on side of cabinet switch from records to a great new Philco 4-tube plus rectifier Radio!



The Automatic Portable that sings "VALUE"!

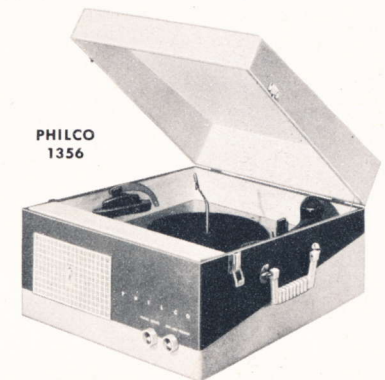
Feature for feature a matchless instrument at a budget price. Famous Philco 3-speed automatic record changer. Big tone output and heavy magnet speaker. Variable tone control. Designed to go places in Two-tone Gray leatherette.



PHILCO 1355

More Output... for "Out of this World" Tone!

Ideal "playmate"... all ready to pick up and go! 3-speed automatic phono designed with "dash" in Blue and White. Variable tone control. Stop-pings hold lid at 95° angle.



PHILCO 1356