

Philco 1340 3-SPE TABLE RAD.



*Real "console" tone, famous
Philco quality in an exquisite
space-saving automatic table combination
... at amazing low cost!*

Philco 1340

SUMMARY OF FEATURES

Philco 3-Speed Automatic Record Changer

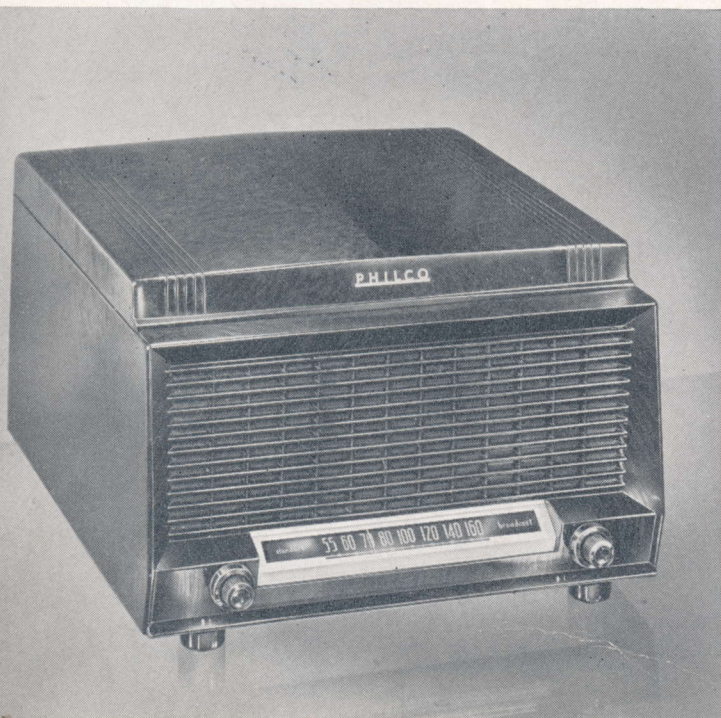
Exclusive principle of operation developed by Philco research. Stationary Record Platform has no blades or moving parts. Fast, gentle, simple! With a single tone arm, single spindle, single control center it plays twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$ RPM in all sizes; up to fourteen 45 RPM with Adapter Discs and Non-Slip Driver. Just one loading of long playing records gives up to 5 hours of continuous music.

Philco Super-Tone Reproducer

The perfected result of years of Philco research and experience . . . the Super-Tone Reproducer plays all records, old or new, with better tone than recorded music has ever been played before. All records, including 78 RPM, are caressed with just 1/5 of an ounce pressure. Tracks perfectly even in finest grooves and loudest passages. Wider tonal range preserves highs and lows in scientific balance.

Famous Philco Acoustical System

Specially designed Philco Tone Chamber, improved Super-Sensitive Speaker and a special Philco Circuit are engineered together to give you vastly improved fidelity and true balance without distortion throughout the tonal range. Richer, clearer, more lifelike "lows" . . . and a whole range of brilliant "highs."



3 Watt Beam Power Pentode Audio System

Great undistorted sound output of 3 watts. A higher power level results in more lifelike tones and overtones, without distortion.

AC Superheterodyne Circuit

Highly sensitive, selective circuit. Tube Saver Resistor, developed by Philco, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

Improved Super-Sensitive Speaker

New dynamic speaker with extra heavy magnet for greatly improved sensitivity—unusually rich bass and brilliant treble for a table combination—plus great volume without distortion or overloading.

Built-In Loop Aerial

Matched to the circuit for greater efficiency and sensitivity. No outside aerial needed . . . carry from room to room . . . just plug in and play.

Bass Compensation

Automatically brings up the bass even as you turn down the volume, giving both low and high notes in true proportion at any volume level.

Complete Standard Reception

Brings in the full standard broadcast range from 540 to 1620 kilocycles.

Underwriters' Approval

Tested and approved as safe from both fire and shock.

4 Philco Tubes, Plus Rectifier

Including the famous Loktal tube for higher output.

Classic Modern Plastic Cabinet

An all plastic creation in clean-cut modern design . . . compact and beautifully proportioned. Slide rule scale of clear plastic trimmed in gold. Rich Mahogany mottled plastic with specially designed matching knobs. 9 $\frac{7}{8}$ " high, 15" wide, 17 $\frac{5}{8}$ " deep.



69.95

Philco 944 **Best-performing Philco FM-AM table radio ever produced!**

New Philco Super-Sensitive FM System with Tuned R.F. Stage and 3-Gang Tuner

First time in moderate price FM-AM table radio. Delivers superior FM reception close to a station or out on the "fringe." Sharp station separation and maximum reduction of interference . . . even on today's overcrowded channels.

Built-In Dual Aerial System

Philco Line Cord Antenna for FM gives greater efficiency and higher signal gain. New high impedance loop gives utmost sensitivity for AM reception.

2 Tuning Bands

Cover Standard and Full 88 to 108 mc. FM Bands.

New Tube Saver Resistor

Eliminates tube burn-out due to power surge.

Improved Super-Sensitive PM Speaker

New, extra heavy magnet gives improved bass and brilliant treble—great volume without distortion.

6 Philco Tubes, Plus Selenium Rectifier

High output, longer life. Including Balanced FM Detector System, noise-reducing Philco converter.

Lovely Modern Cabinet in Gleaming Plastic

A trim, gracefully louvered design in rich mottled Mahogany plastic. Beautifully edge-lighted clear plastic scale with gold trim against deep Maroon background. Newly designed plastic knobs with polished brass inserts. Cabinet dimensions: 7 $\frac{7}{8}$ " high, 13 $\frac{1}{4}$ " wide, 7 $\frac{3}{4}$ " deep.

Underwriters' Approved . . . Superheterodyne Circuit AC-DC . . . Beam Power Audio System



49.95

Philco 942 **Amazing tone and selectivity . . . distinctive cabinet styling**

Tuned R.F. Stage with 3-Gang Condenser

Costly circuit design which achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference . . . even on today's overcrowded channels.

AC-DC Superheterodyne with New Tube Saver Resistor

Circuit specially designed for high selectivity and sensitivity. Tube Saver Resistor, developed by Philco engineers, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

Improved Super-Sensitive Speaker

New, extra heavy magnet gives greatly improved sensitivity—rich bass and brilliant treble—great volume without distortion. Clear, rounded, lifelike tones . . . truly brilliant reception for a table radio.

Beam Power Pentode Audio System

More lifelike tone and overtones without distortion.

All Standard American Broadcasts

Brings in the full broadcast range, from 540 to 1620 kc.

5 Philco Tubes, Plus Rectifier

Including famous Loktal tubes for higher output.

Striking Modern Cabinet Design

Radiant sunburst dial, top-mounted for sweeping vision and full range tuning. Clear plastic knobs with brass inserts. Gleaming Maroon plastic cabinet. Dimensions: 7²³/₃₂" high, 13¹/₄" wide, 7¹/₂" deep.

**Underwriters' Laboratories Approved . . .
Matched Philco Built-In Loop Aerial**



Philco 941 ^{47.50} Gem of modern design in stunning Ivory . . . amazing reception!

Tuned R.F. Stage with 3-Gang Condenser

Costly circuit design which achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference . . . even on today's overcrowded channels.

AC-DC Superheterodyne with New Tube Saver Resistor

Circuit specially designed for high selectivity and sensitivity. Tube Saver Resistor, developed by Philco engineers, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

Improved Super-Sensitive Speaker

New, extra heavy magnet gives greatly improved sensitivity—rich bass and brilliant treble—great volume without distortion. Clear, rounded, lifelike tones . . . truly brilliant reception for a table radio.

Beam Power Pentode Audio System

A higher power level results in far more lifelike tones and overtones, without distortion.

All Standard American Broadcasts

Brings in the full standard broadcast range, from 540 to 1620 kilocycles.

5 Philco Tubes, Plus Rectifier

Including famous Loktal tubes for higher output.

Gleaming Ivory Beauty

Easy tuning, sweeping vision three-dimensional top mounted scale. Clear plastic knobs trimmed in brass. Rich Ivory plastic cabinet. Cabinet dimensions: $7\frac{3}{32}$ " high, $13\frac{1}{4}$ " wide, $7\frac{1}{2}$ " deep.

**Underwriters' Laboratories Approved . . .
Matched Philco Built-In Loop Aerial**



44.50

Philco 940-M Super-performance, rich lifelike tone at modest cost

Tuned R.F. Stage with 3-Gang Condenser

Costly circuit design achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

5 Philco Tubes, Plus Rectifier

Including famous Loktal tubes for higher output.

AC-DC Superheterodyne With New Tube Saver Resistor

Specially designed highly sensitive, selective circuit. Tube Saver Resistor, developed by Philco engineers, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

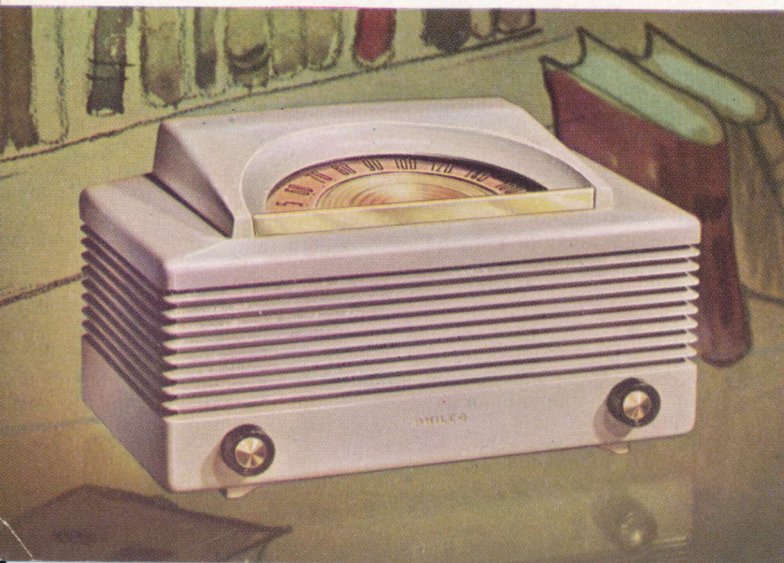
Improved Super-Sensitive Speaker

Delivers lifelike "console" tone—rich bass and brilliant treble—great volume without distortion.

Luxurious Mahogany Plastic Cabinet

Clear-view sweeping dial. Brass finished trim and clear plastic knobs with brass inserts. Mahogany plastic cabinet. 7¹¹/₁₆" high, 13³/₈" wide, 7⁹/₁₆" deep.

Beam Power Pentode Audio System . . . Built-In Loop Aerial . . . Standard American Broadcasts



Philco 940-G Same as in 940-M, in Gray.

47.50



49.95

Philco 643 **Finest portable radio performance ever achieved at any price!**

Powerful New Philco AC-DC Superheterodyne Circuit

Amazing performance even where others fail. Challenges all comparison for sensitivity, noise-free reception, output and tone... regardless of price! Plays on AC or DC current or self-contained battery.

Tuned R.F. Stage with 3-Gang Condenser

Costly circuit design achieves great sensitivity, sharp station separation and maximum reduction of interference, even on crowded channels.

Super-Magnecor Built-In Aerial

Extra large, extra sensitive version of the exclusive Philco Magnecor Aerial for maximum signal pick-up. Stays permanently concealed inside cabinet. No need for raising or extending lid aerial.

Concealed Standard Battery Block

Power for best performance, long life at lowest cost.

Philco Pentode Audio System

Great undistorted output. Rich tones and overtones.

Gets All Standard Broadcasts

Tunes full broadcast range from 540 to 1620 kc.

5 Philco Tubes Plus Selenium Rectifier

High output at low operating cost. Instant warm-up... permits immediate tuning of radio.

Luxurious Modern Polystyrene Case

Beautifully styled in brown polystyrene with clean, rugged lines. Handsome 3-color glass scale in gold, red and brown. Easy-to-grip handle of flexible plastic on spring steel... gold finished mounting stanchions. 8½" high, 11⅜" wide, 5⅞" deep.

Powerful Philco Dynamic Speaker... Underwriters' Approved... safe from fire and shock



29.95

Philco 641 BIG set tone and performance in a 3-way "personal" portable

Philco AC-DC Superheterodyne Circuit

Expressly engineered for great sensitivity . . . finest performance ever in a 3-way "personal" radio. Plays on AC or DC current . . . or self-contained batteries.

Philco Magnecor Aerial—No Lid to Lift

Stays permanently concealed inside cabinet. No lid, loop or rod to lift . . . gives amazing sensitivity.

Self-Contained Batteries

Uses two standard A Batteries and B Battery Pack.

4 Philco Tubes, Plus Selenium Rectifier

High output at low operating cost. Instant warm-up

Choice of 6 Gorgeous Colors

The cabinet of this sensational Philco "Personal" is available in choice of Teal Green, Maroon, Caribbean Blue, Cinnabar Red, Arabian Sand, and Nile Green.

Classic Modern Plastic Cabinet

Stunning design with all-vision plastic scale trimmed in gold. Attractive, durable clear plastic handle cleverly "nested" when not in use. Compact, easy to carry or pack . . . 5 $\frac{7}{8}$ " high, 9 $\frac{1}{4}$ " wide, 3 $\frac{1}{2}$ " deep.

Philco Pentode Audio System . . . Powerful Dynamic Speaker . . . Gets All Standard Broadcasts . . . Underwriters' Approved





34.95

Philco 640 *A triumph in portable radio performance, quality and value*

Amazing Philco AC-DC Superheterodyne Circuit

A sensational Philco engineered circuit . . . sensitive, economical to operate. Plays on any standard AC or DC house current . . . or self-contained battery.

Built-In Loop Aerial

Matched to the circuit for greater efficiency.

Concealed Standard Battery Block

Designed to provide the power required for best performance and long life with greatest economy. Gives many hours of radio enjoyment at lowest cost.

Philco Pentode Audio System

Great undistorted output. Rich tones and overtones.

Gets All Standard Broadcasts

Tunes full broadcast range, from 540 to 1620 kc.

Powerful Permanent Magnet Speaker

Especially engineered for higher output on less current. Superb performance . . . rich, rounded tones.

Underwriters' Approved

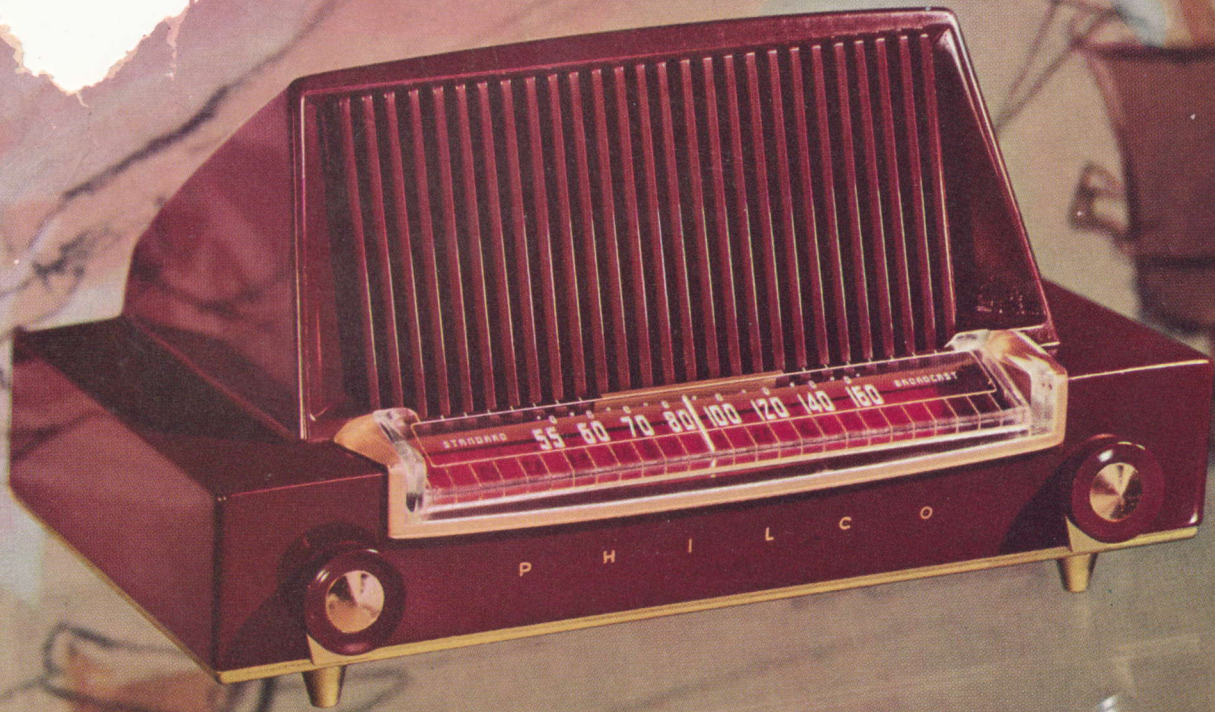
Tested and approved as safe from both fire and shock.

4 Philco Tubes, Plus Selenium Rectifier

Extremely sensitive and economical of operation. Philco selenium rectifier operates instantly . . . permits immediate tuning when radio is switched on.

High Styling in All-Plastic Maroon Case

Handsome perforated plastic grille enhanced by decorated clear plastic over molded scale numerals. Translucent amber-color plastic handle. Gleaming brass-finished tuning knobs. Dimensions: 8 $\frac{1}{4}$ " high, 10 $\frac{5}{16}$ " wide, 4 $\frac{23}{32}$ " deep.



39.95

Philco 548-M Fresh new styling... new high in tone and performance!
TRANSITONE

Philco AC-DC Superheterodyne Circuit with New Tube Saver Resistor

Highly sensitive, selective. Tube Saver regulates current flow; ends tube burn-outs due to power surge.

Exclusive Philco Built-In Magnecor Aerial

Steps up performance 2 to 1 over ordinary aerials!

Improved Super-Sensitive Speaker

Lifelike "console" tone—rich bass, brilliant treble.

4 Philco Tubes, Plus Rectifier

Including the famous Loktal tubes for higher output.

Fresh Approach to Table Radio Styling

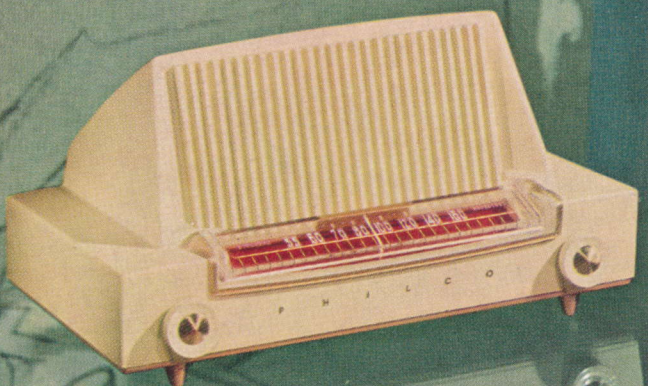
New creation of Philco cabinet designers... functional streamlining at its finest. Rich Maroon cabinet completely enclosed all around... ideal for end tables and other "away from the wall" locations where back and sides also are in view. Horizontal scale with gold trim. 7 $\frac{3}{4}$ " high, 13 $\frac{3}{4}$ " wide, 9 $\frac{7}{8}$ " deep.

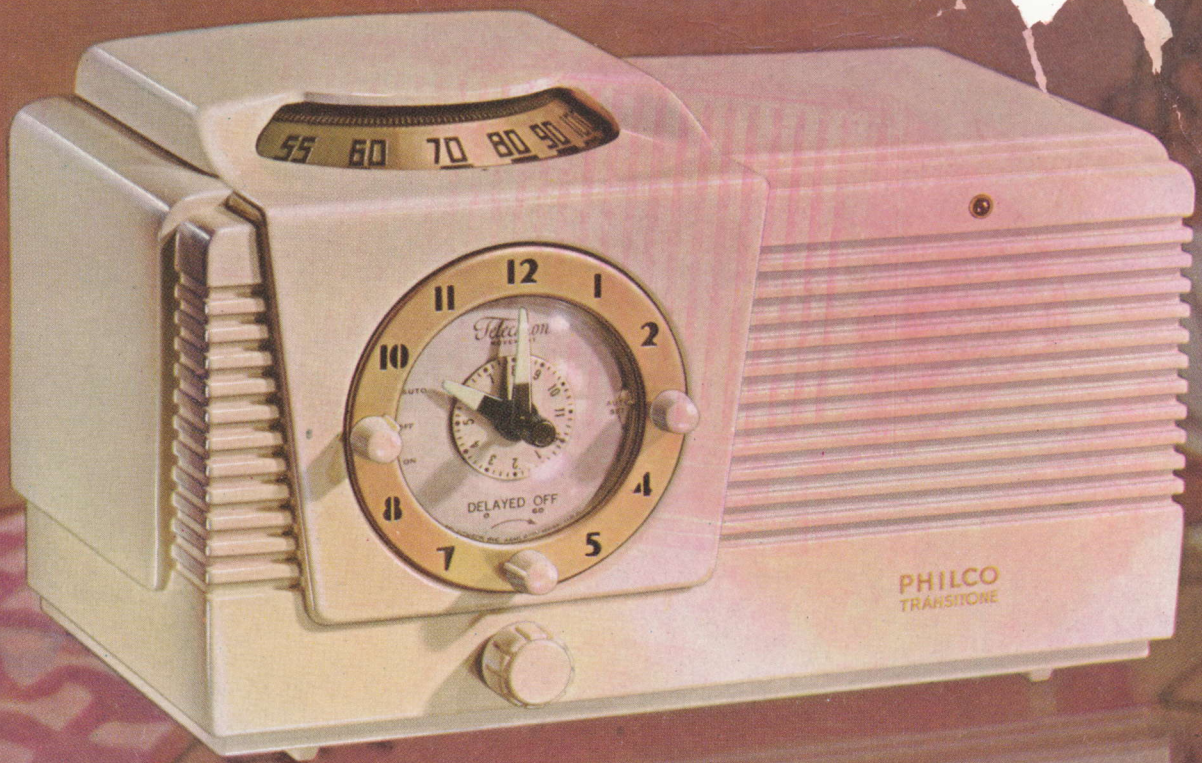
Underwriters' Approved... Beam Power Audio System... All Standard American Broadcasts

Philco 548-I

All the same fine performance features and cabinet beauty as "548-M," in ivory plastic.

42.50





Cloney

42.50

Philco 544-I Clock Radio with automatic appliance outlet
TRANSITONE

Dependable Electric Clock

Turns radio OFF automatically. Turns radio ON at any pre-set time . . . acts as a gentle musical "alarm."

Automatic Appliance Outlet

Set the night before to turn on coffee in the morning. Clock controls any electric appliance same as radio.

Philco AC Superheterodyne Circuit

Designed for extreme sensitivity and selectivity.

4 Philco Tubes, Plus Rectifier

Including famous Loktal to provide higher output.

544-W *42.50*

Gleaming white with chrome trim . . . perfect for the kitchen. Same performance as "544-I."

544-M *39.95*

A smart mahogany plastic version of the "544-I." Luminous hands tell time in the dark.

Stunning Streamlined Cabinet

Delicately louvered cabinet in rich Ivory plastic. Interesting modern side panels, matching knurled knob. Easy-to-read clock face . . . luminous hands tell time in dark. 6½" high, 11" wide, 6⅛" deep.

Beam Power Audio . . . Standard Broadcasts . . . Dynamic Speaker . . . Built-In Loop Aerial





32.50

Philco 542-M Luxurious beauty in a rich voiced, peak performing compact
TRANSITONE

New Philco AC-DC Superheterodyne Circuit
Circuit expressly designed for extreme sensitivity.

Powerful Dynamic Speaker
Clear, rich, rounded tones; brilliant reception.

Improved Built-In Loop Aerial
Matched to the circuit for greatest sensitivity.

**Easy-to-Read Slide Rule Scale . . . Gets All
Standard American Broadcasts**
Tunes full broadcast range, from 540 to 1620 kc.

Beam Power Pentode Audio System
More lifelike tone and overtones without distortion.

4 Philco Tubes, Plus Rectifier
Including famous Loktal tube for higher output.

Beautiful Modern Design in the New Trend
Handsome molded grille in distinctive sweeping arc design. Knurled knobs with attractive metal inserts. A truly charming compact radio in exquisite Mahogany plastic. $7\frac{5}{16}$ " high, $11\frac{3}{4}$ " wide, $7\frac{3}{16}$ " deep.



Philco 542-J

All the same features as the "542-M" in a strikingly beautiful ivory plastic cabinet.

34.95



24.95

Philco 541-M **TRANSITONE** *Luxurious beauty . . . amazing performance at modest cost*

New Philco AC-DC Superheterodyne Circuit
Circuit expressly designed for extreme sensitivity.

Powerful Dynamic Speaker
Clear, rich, rounded tones; brilliant reception.

Improved Built-In Loop Aerial
Matched to the circuit for greatest sensitivity.

Easy-to-Read Horizontal Dial . . . Gets All Standard American Broadcasts
Tunes full broadcast range, from 540 to 1620 kc.

Beam Power Pentode Audio System
More lifelike tone and overtones without distortion.

4 Philco Tubes, Plus Rectifier
Including famous Loktal tube for higher output.

Distinctive Modern Cabinet Styling
Handsome, clean-cut design in Mahogany plastic. Full width horizontal louvers. Small jewel indicator lights up when set is on. 7" high, 11 $\frac{3}{4}$ " wide, 6 $\frac{1}{4}$ " deep.

Philco 541-I
Same features as "541-M" in smart ivory cabinet.

27.50





Philco 540-M America's most spectacular value in a low price compact radio
TRANSITONE

New Philco AC-DC Superheterodyne Circuit
 Circuit expressly designed for extreme sensitivity.

Powerful Dynamic Speaker
 Clear, rich, rounded tones; brilliant reception.

Improved Built-In Loop Aerial
 Matched to the circuit for greatest sensitivity.

Easy-to-Read Horizontal Dial . . . Gets All Standard American Broadcasts.

Tunes full broadcast range, from 540 to 1620 kc.

Beam Power Pentode Audio System

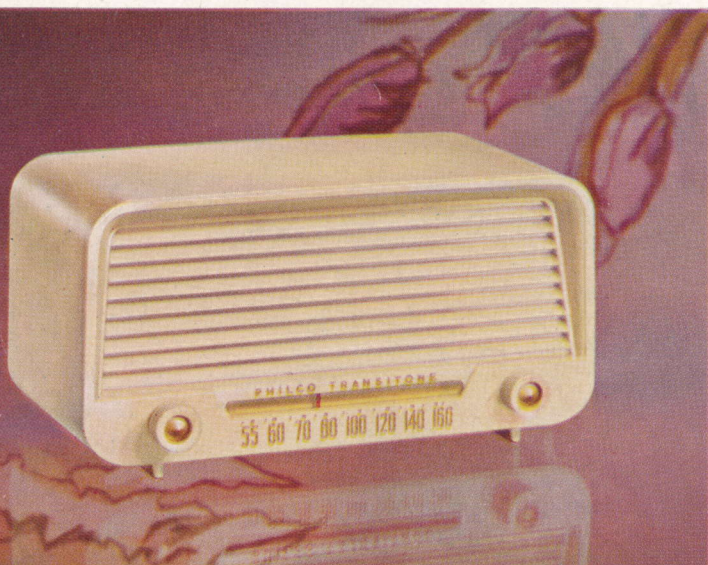
More lifelike tone and overtones without distortion.

4 Philco Tubes, Plus Rectifier

Including famous Loktal tube for higher output.

Beautiful Modern Classic Cabinet

Smart, streamlined styling, in keeping with its magnificent performance. Horizontal louvers sweep gracefully across entire front. Rich Mahogany color with ivory knobs. 6" high, 11" wide, 5 $\frac{3}{8}$ " deep.



Philco 540-I

A charming radio in gleaming ivory. Same features as the "540-M" for fine performance.

24 95