

PHILCO

WORLD
OF
SOUND

3-WAY PORTABLE RADIOS ★ CLOCK RADIOS ★ TABLE RADIOS
TRANSISTOR RADIOS ★ HIGH FIDELITY ★ PHONOGRAPHS

Another Brilliant Advance from

PHILCO

The New Wide Awake
Features that make Philco

The World's Most Wanted Radio

Superheterodyne Power: Philco engineered to pull in distant stations, clear and sharp. Ultra-sensitive AC-DC circuit.

"Wake-up-to-Music" or Buzzer Alarm: Set clock timer at night to turn on radio in the morning and wake you to music. Buzzer alarm sounds 10 minutes later.

Built-in Phono Jack: Plug in your record player or phonograph in the back of the set and double your enjoyment.

Appliance Outlet: Plug in and set timer to start coffee maker, turn off lights, turn on record player or TV.

Proved Printed Circuitry: Greater dependability. More compact chassis provides larger tone chamber.

Dial Light: Illuminated clock and radio dials for clear visibility—easy setting.

In addition: Beam Pentode Audio System . . . Rich-toned Speaker . . . Built-in Aerial...Underwriters' approved.

Specifications subject to change without notice.



THE NEW
*"wide awake
look"*
IN AUTOMATIC
CLOCK RADIOS

PHILCO "wide awake" Clock Radios



Coffee in the Bedside Manner!

*Keep you up to the minute
on music and news*

Automatic "Room Service" too!

A Philco automatic Clock-Radio means so many different things to different people . . .

To Some . . . it means goodbye to nerve-jarring alarms, good morning to cheerful music.

To Some . . . it means the luxury of drifting off to sleep to lullaby music and having the radio turn itself off automatically.

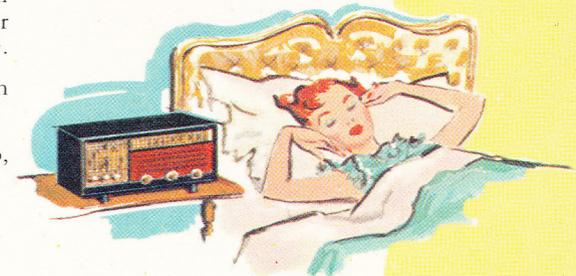
To Some . . . it is a faithful "secretary" that reminds them of appointments, turns house or garage lights on or off, turns their favorite TV programs on automatically.

To Others . . . it's the news and entertainment center in kitchen, office, workshop, bedroom.

To Everybody . . . Philco is the world's most useful radio, the best in performance, best in style!



Buzzer Alarm for Sleepy Heads!



Slip into sleep gently . . . with Philco's new automatic "lullaway feature".



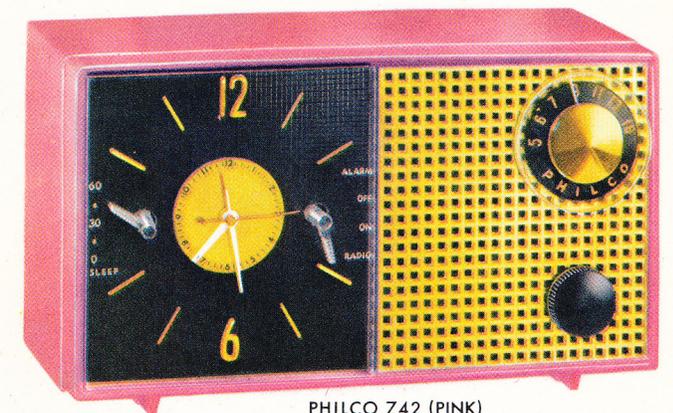
Oh, what a beautiful morning!

Around the House . . . Around the Clock
**The Electronic Servant that
Never Forgets!**

Here from Philco . . . all new, dramatically new decorator designs . . .

Alert New Color Styling to Match "Wide Awake" Performance

Strikingly beautiful pastel combinations that bring a fresh vivid color accent to any room . . . kitchen, bedroom, den or office. Bold, masculine tones or exquisite feminine hues to blend perfectly with any decor. Space-saving in size, there's a Philco Clock-Radio to fit that small shelf, sit snugly on a night table or occupy that unused desk corner. And, there's plenty of power to give rich, full volume radio reception or clear, lifelike record reproduction. See them! Hear them! Choose your model today!



PHILCO 742 (PINK)



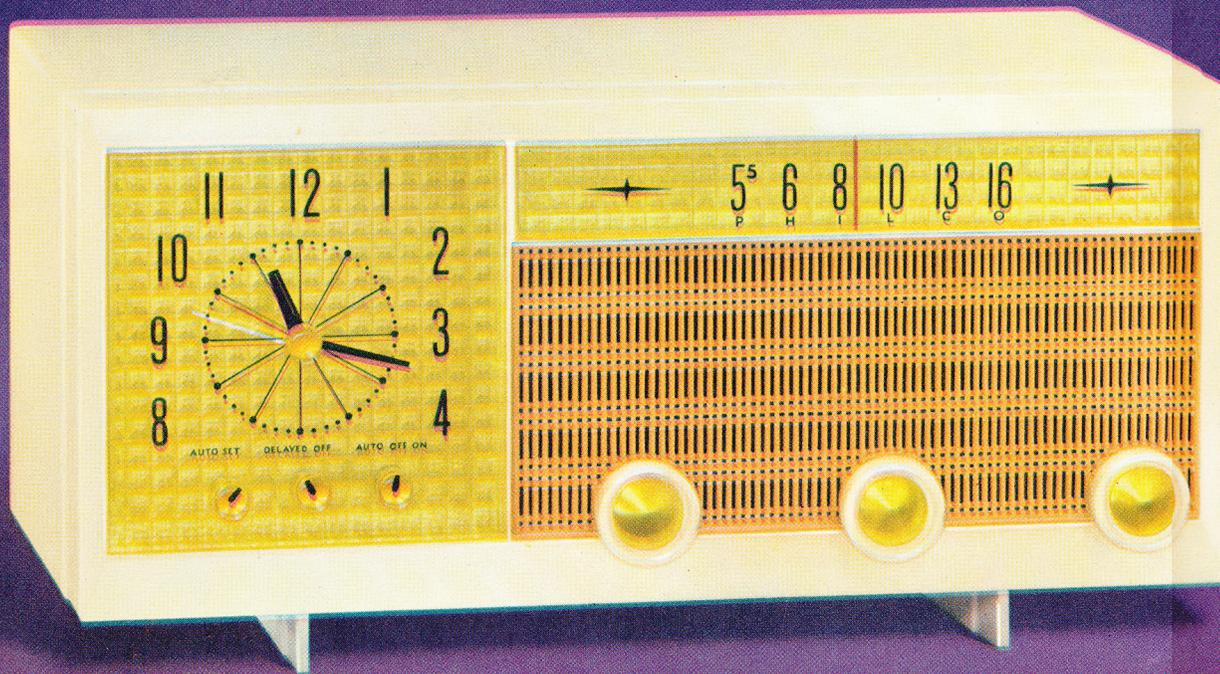
TURQUOISE IVORY EMERALD

Choice of Decorator Colors

Exciting new pastel color styling to make an entire room "Rise and Shine"! Choose from bright Inca Emerald, Turquoise, Lovely Pink or Lustre Ivory to blend or contrast with any decor. And radio performance at its finest! Plus a big, easy-to-see, easy-to-set clock with buzzer alarm. Philco 742. Dimensions: 6 $\frac{3}{16}$ " high, 10 $\frac{3}{4}$ " wide, 5 $\frac{3}{4}$ " deep.

Amazing Philco Lullaway Feature . . .

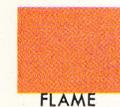
Now when it's time for your radio to shut off at night, sound softly fades away automatically . . . no sharp click, no snap, to startle you out of restful sleep. You'll find this great new power circuit feature in the 1957 Philco 742 and 748.



PHILCO 748 (IVORY)



PHILCO 740 (GRAY)



FLAME
IVORY



GOLD

Open your eyes to this big clock-radio value! Tone quality that matches big sets. Turn on radio automatically. In Aztec Gold, Charcoal Gray, Flame or Ivory, all with Ivory fronts. Philco 740. Dimensions: 6 $\frac{3}{16}$ " high, 10 $\frac{3}{4}$ " wide, 5 $\frac{3}{4}$ " deep.

Wake to Music from Radio or Records . . . Hot Coffee too!

America's finest clock-radio with superb tone quality and peerless performance! Entertainer and servant, this smart new 6 tube Philco will do dozens of helpful tasks. It lulls you to sleep and shuts itself off—wakens you to music or news—starts your

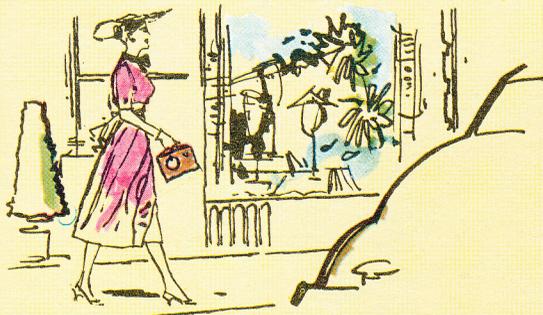
coffee—turns off the lights—turns on TV—has a buzzer alarm for sleepy heads—plug-in for your record player! Fully automatic clock with illuminated face and tuning dial. In Lustre Ivory or Ebony. Philco 748. Dimensions: 6 $\frac{3}{16}$ " high, 12 $\frac{3}{4}$ " wide, 7 $\frac{3}{8}$ " deep.



You'll love this

PHILCO

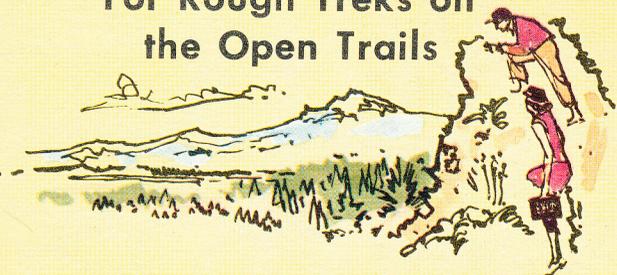
Rarin' to Go Performance!



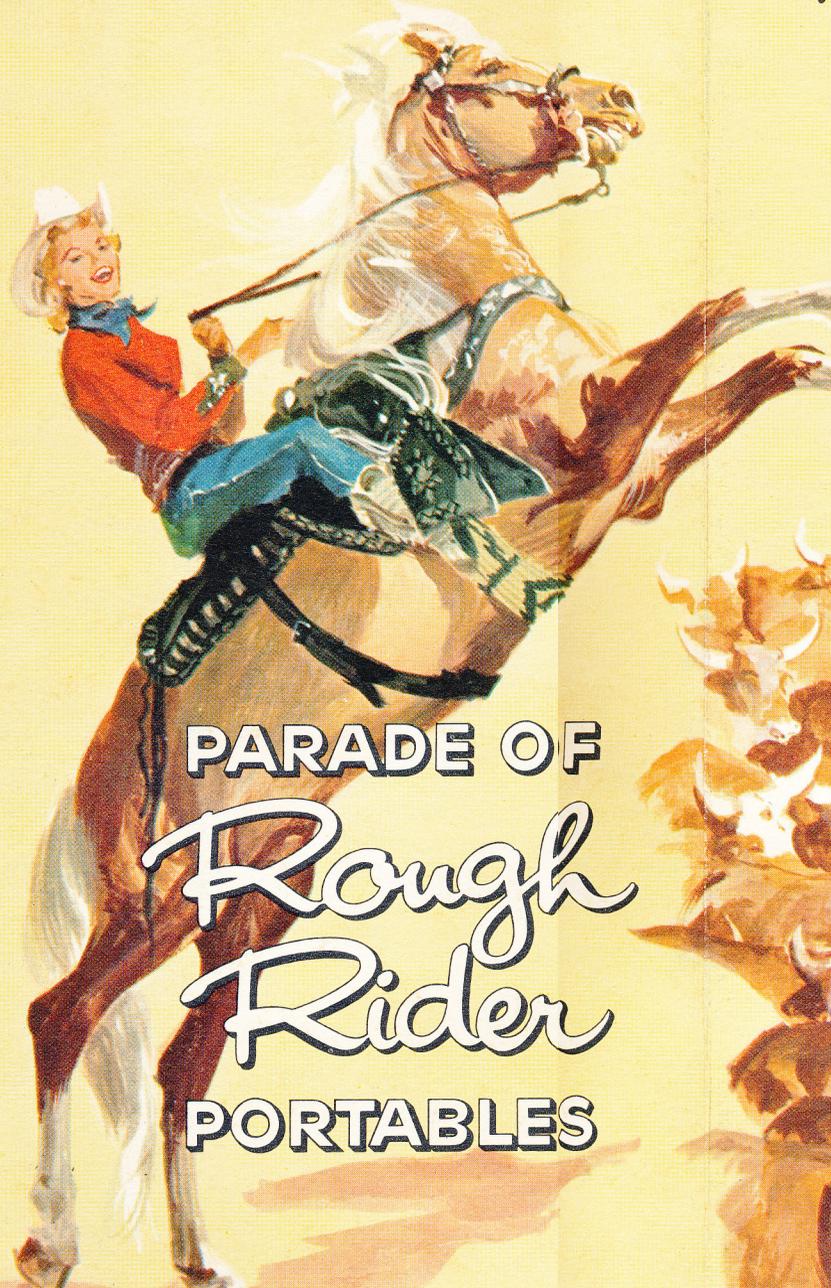
**For a Fashion Stroll
on the Avenue**

The smart set for the smart woman who knows the importance of elegant accessories. Every one of these exclusive new Philco "Rough Rider" Portable Radios is a *fashion first* . . . created to add a fresh style interest for the "Woman About Town."

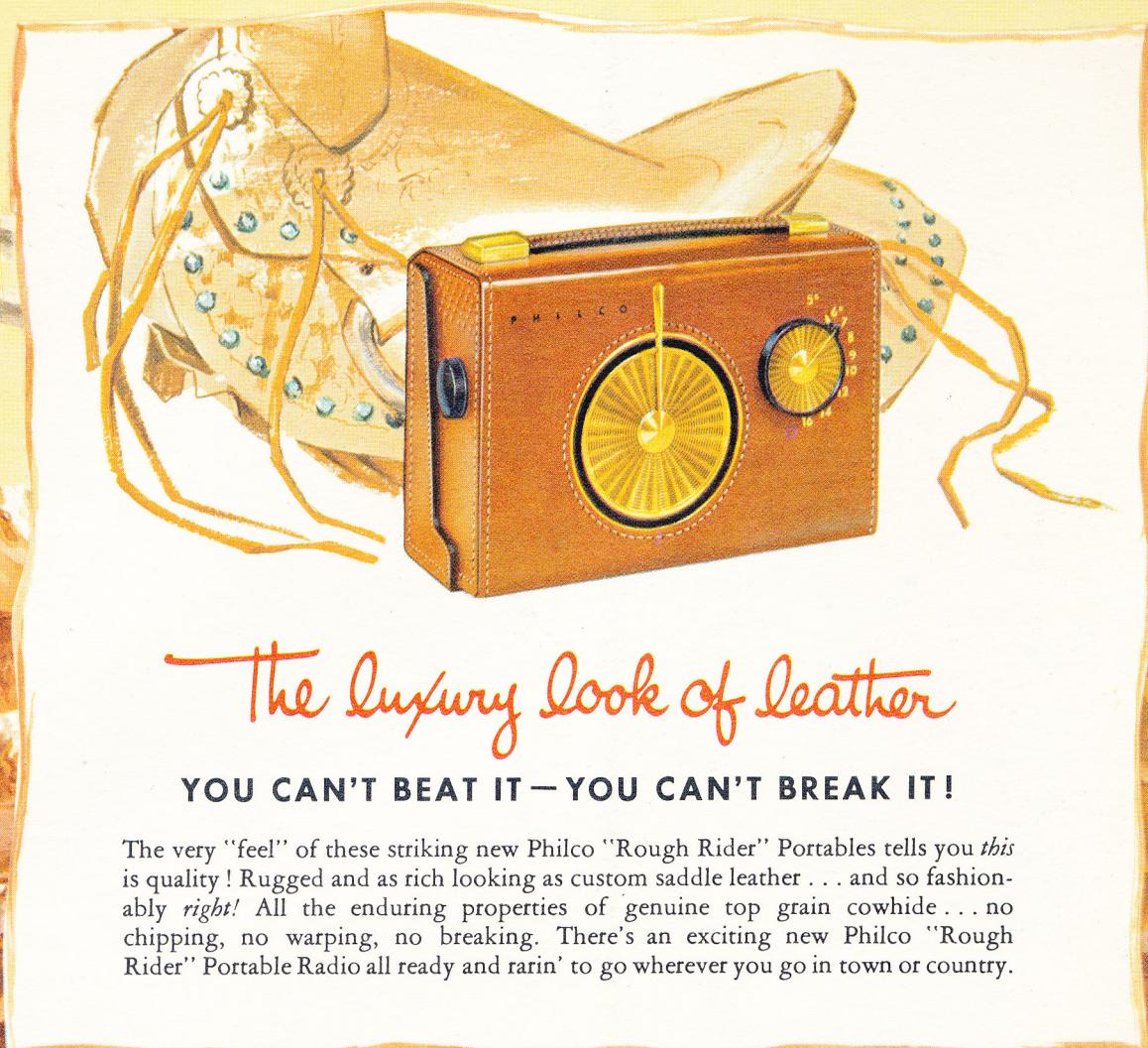
**For Rough Treks on
the Open Trails**



Light, compact, power-packed . . . these new Philco "Rough Rider" Portables are built for abuse. Toss 'em into the crowded trunk of your car, jam them into your overnight hiking pack, expose them to sun, sand and spray. They're built to "take it."



**PARADE OF
Rough
Rider
PORTABLES**



The luxury look of leather

YOU CAN'T BEAT IT — YOU CAN'T BREAK IT!

The very "feel" of these striking new Philco "Rough Rider" Portables tells you *this* is quality! Rugged and as rich looking as custom saddle leather . . . and so fashionably *right!* All the enduring properties of genuine top grain cowhide . . . no chipping, no warping, no breaking. There's an exciting new Philco "Rough Rider" Portable Radio all ready and rarin' to go wherever you go in town or country.

PHILCO... Styled with Swagger... Packed with Power



PHILCO 676

"Mustang"
Sensational Philco
3-way Portable

A superheterodyne "powerhouse" all dressed up in genuine top grain cowhide. From the husky stitching to the rich Briarwood finish and polished brass trappings, a masterpiece of rugged design. Case snaps open for easy changeover from AC-DC to batteries. New Philco-developed printed circuit for greater sensitivity, sharper station selection.
Dimensions: 6¹¹/₁₆" High, 10" Wide, 3¹⁵/₁₆" Deep.



Genuine Top Grain Cowhide



PHILCO 675

"Sportster"

The "Sportster". Tan, Tough and Terrific in genuine top grain cowhide. Matchless tone and power. Snap open case for easy changeover from AC-DC to batteries.

The "Knockabout". 3-way super powered portable. Rich Florentine Green case of rugged Sur-V-Lon gives you all the toughness and the luxury look of leather.

The "Rancher". Value leader of the year in 3-way portables. Tough flexible Sur-V-Lon case designed to look like Black Cowhide. Red stitching is accented by polished brass studs.

The Inside Story of the Philco Parade of "Rough Rider" Portables

Philco "Cross Country" Superheterodyne Chassis: More pull-in power for distant stations. Freedom from interference.

Proved Printed Circuitry: More compact chassis provides room for larger tone chamber.

4 Philco Tubes plus Selenium Rectifier: Maximum output with low battery drain.

"Magnecor" Built-in Aerial: Steps up performance 2 to 1 over ordinary aerials. No loop, rod, or lid to lift.



PHILCO 672

"Knockabout"

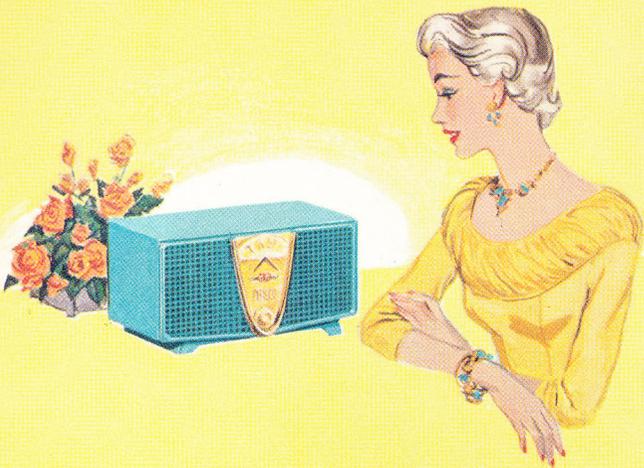


PHILCO 670

"Rancher"



The Brand Mark of Quality in Outdoor Radio



PHILCO ALL AMERICAN

Performance-Proved Features

Super Powertone Chassis: Ultra sensitive, AC-DC circuit, pulls in distant stations, delivers clear reception with maximum freedom from interference.

Proved Printed Circuitry: Super dependability and "big set" tone because compact chassis plus larger cabinets provide expanded tone chambers.

Push-Pull Audio System: Rich, full volume, smooth tone quality with minimum distortion, designed around a new circuit and tube type.

Super-Sensitive Philco Speakers: Twin speakers—single speakers with high efficiency Alnico V permanent magnets. Finely balanced for smooth and life-like reproduction.

Soft, Diffused Dial Lighting: Glare-free illumination for easy station identification and setting.

New Greater Tube Complement: More tubes for better reception and greater volume. All sets use the new, more efficient miniatures.

Philco All American Colorcade: Brilliant, new All American colors to brighten every room.

Specifications subject to change without notice.

THE NEW 1957
PHILCO

*Super
Powertone*



**ALL
AMERICAN**

Radios



ALL AMERICAN
in Reserve Power

ALL AMERICAN
in Precision Performance

ALL AMERICAN
in Standout Tone Quality

This is the year of the great national conventions and elections . . . this is the year of history-making news . . . of epic musical extravaganzas and big moments in the theater . . . Olympic Games and other great sports classics . . . the year of years to *live and work* close by your radio!

This is the year to *radio-ize* your entire home

. . . kitchen, kids' room, playroom, workshop. This is the year to get the biggest pay-off in performance and quality in radio history. Philco All American Radios! For pull-in power, sensitivity, style and distinction—the new Philco table radios go unchallenged at *any price!* That's because they're All Americans—*all of them*—in all ways!

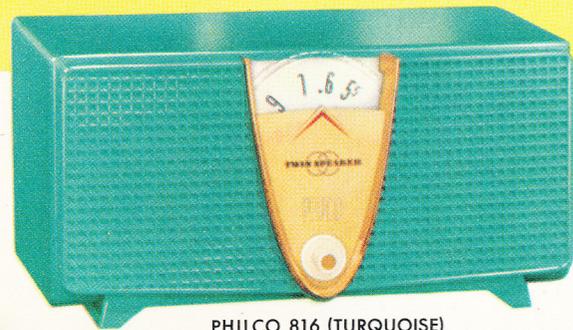
**The Greatest Team of Advanced Engineered
Features Ever Assembled in American Radio**

A PHILCO Pageant of All American **COLORS**...

Striking Style Accents to Match Brilliant Performance!



PHILCO 818 (FRUITWOOD)



PHILCO 816 (TURQUOISE)



Matched Twin Speakers for dynamic full voice tone quality. Built-in Pancake antenna. In Lustre Ivory or Turquoise. Philco 816. *Dimensions:* 6¼" high, 12¼" wide, 6" deep.



All your stations are illuminated on the gold mirror dial when set is turned on.

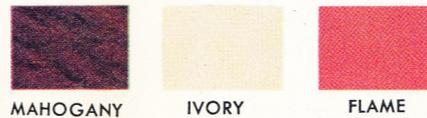
Twin Triumphs in Tone Quality

A perfectly matched team of 4" x 6" electrodynamic speakers... take full advantage of the great Philco Push-Pull circuit, 5-tube plus rectifier "powerhouse" chassis, and the acoustically-designed wood cabinet. Velvet-rich tone quality. New gold mirror dial light treatment for easy visibility. Phono-jack for your record player. In Fruitwood, Mahogany or Blond. Philco 818. *Dimensions:* 7½" high, 15¾" wide, 7" deep.

Here's a complete Colorcade of exciting new designs to accompany the eager, full-voiced response you get when you touch the dial of any of these new Philco All Americans.

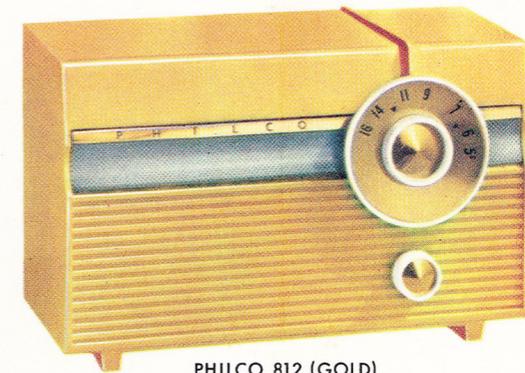
New cabinet creations that are as *functional* as they are *fashionable*. Richly appointed grilles with instantaneous Dial Lights to pinpoint your station. Inspired new colors that add a focal point of eye interest to any room—modern or traditional.

Over and beyond beauty, here's All American reserve power that lets you *pour on* the volume for the full surge of studio-clear sound without distortion!



PHILCO 814 (EMERALD)

Pick your favorite color from this sparkling array... Flame, Emerald Green, Lustre Ivory or Mahogany... to blend with any decor. Soft glow dial light for easy setting. Philco 814. *Dimensions:* 6½" high, 11¾" wide, 5¾" deep.



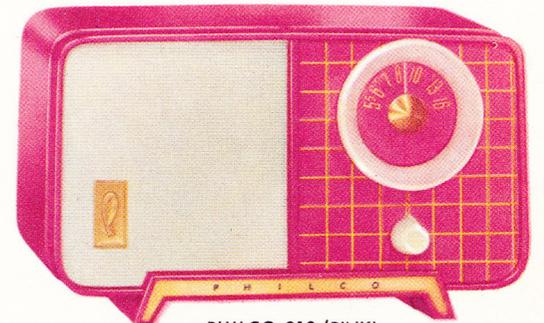
PHILCO 812 (GOLD)



Lovely to look at, delightful to hear! Sleek styling with big set tone quality. Packed with power! Fiesta Pink, Lustre Ivory. Philco 810. *Dimensions:* 5¾" high, 10½" wide, 5½" deep.



Striking design in brilliant Aztec Gold or Spice Red! Powerful printed chassis with big speaker and ample tone chamber. Philco 812. *Dimensions:* 6½" high, 10¼" wide, 5¾" deep.



PHILCO 810 (PINK)



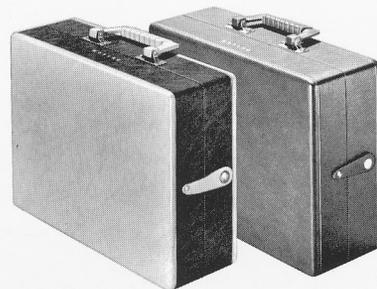
PHILCO 808 (MIDNIGHT BLUE)

All American Value Leader

Compact power-packed little beauty with big speaker... rich-clear reception and excellent tone. Smart modern cabinet styling in Midnight Blue. Philco 808. *Dimensions:* 5¾" high, 10½" wide, 5½" deep.



PHILCO 1351
Portable 3-Speed
Phonograph



PHILCO 1351

Top Convenience in this New 3-Speed Portable Record Player

Wonderfully light and portable, this streamlined 3-speeder sets a brand new value standard for budget-priced record players. Tone quality and performance to match phonos costing many dollars more—this is a precision engineered instrument, built as only Philco can build phonographs. Ultra-smart leatherette case in Ginger or Charcoal and Ivory.

Wherever you wish to play the instrument, remove the cover and use the hinge tabs to snap the functionally designed lid into place as a solid base. The entire unit is light, handy to carry and provides exceptionally fine performance on all speeds.

Improved Philco Sensitive Speaker System: A 4" speaker with heavy magnet for greater sensitivity.

Famous Philco Quality Reproducer: Plays all 3 speeds. Flip over cartridge with dual needle for L.P. and standard discs. Self adjusting spindle.

Rubber Turntable Mat: Provides easy cleaning and better gripping surface for the protection of records.

Controls: Off-on volume, tone and speed controls.

Power Supply: 117 V. AC, 60 cycles.

Dimensions: 4 $\frac{3}{4}$ " high, 12 $\frac{1}{4}$ " wide, 9 $\frac{1}{4}$ " deep.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock.

Specifications subject to change without notice.



PHILCO 1353

Portable Record Player

The cover, complete with built-in speaker and 15 feet of cord, is detachable. Move it anywhere in the room as your portable speaker.

PHILCO 1353

New! Philco Dual Speaker 4-Speed Portable Record Player

For more in power, performance, pleasure, pick the light, smart, handsome Philco 1353 that plays *all* speeds. Attractively finished in tan leatherette, it's tough and durable to withstand hard use.

Improved Philco Sensitive Speaker System: Two powerful 4" speakers—one in the case, one mounted in the lid with a long extension cord for extra convenience. For music in the den, on the patio or in the rumpus room, just pick up the lightweight lid and take it along. No need to carry the player or your records to a different location. And, no speaker blasting to hear at a distance.

Famous Philco Quality Reproducer: Plays all 4 record speeds including the new 16 $\frac{3}{4}$ RPM recordings. Flip-over cartridge with dual needle for L.P. and standard discs. Built-in 45 RPM spindle.

Rubber Turntable Mat: Provides easy cleaning and better gripping surface for the protection of records.

Controls: Off-on volume, Tone and Speed Controls.

Power Supply: 117V. AC, 60 cycles.

Dimensions: 6 $\frac{1}{2}$ " high, 12" wide, 9" deep.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock.

Specifications subject to change without notice.

WORLD PREMIERE OF THE

PHILCO

Phonorama III



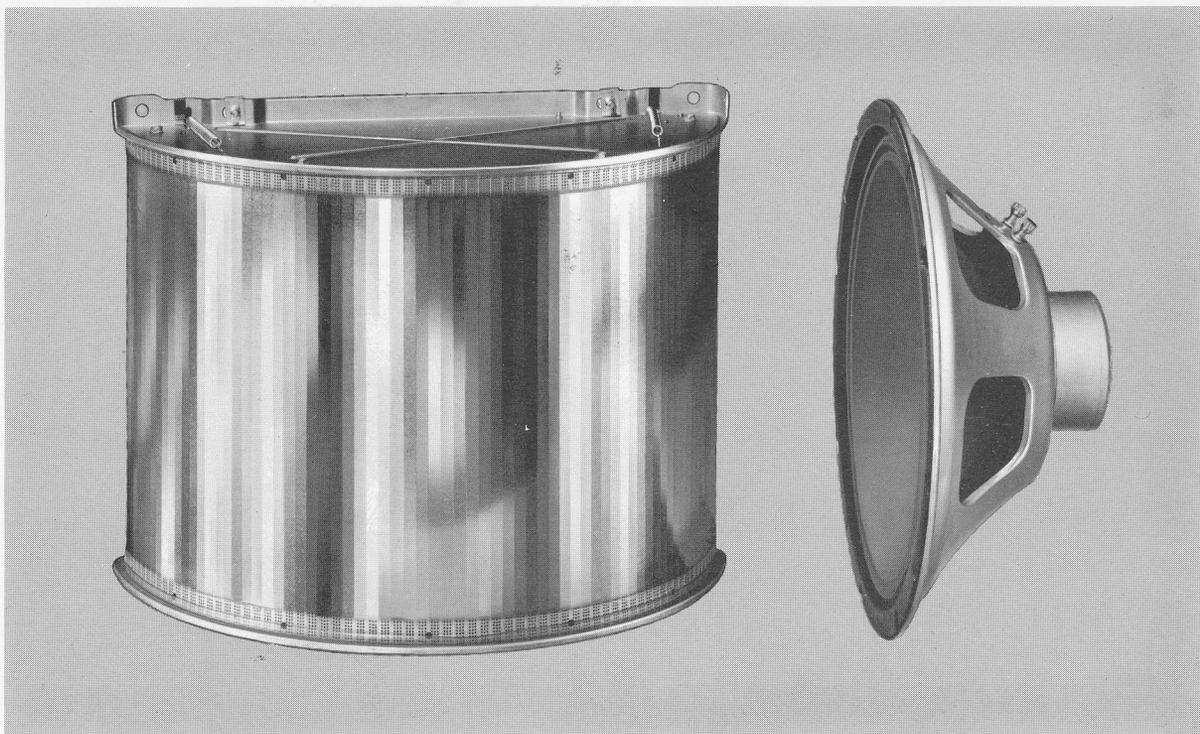
An Entirely new Concept of Acoustics
with the Gigantic New

CATHEDRAL SPEAKER

The Proud
Successor to
Custom Installed

**HIGH
FIDELITY**

Born of Philco advanced engineering, a revolution in the world of sound. Now in a single compact unit, an acoustically balanced Sound System that overshadows space-consuming, custom-assembled systems costing thousands of dollars.



The Perfect Marriage of "Highs" and "Lows" Brilliant Cross-Over Network of Sound

Out of Philco leadership in Electrostatic Speakers, comes a spectacular advance for '57 . . . the great new Cathedral Speaker. A unique colonnade of 66 electrostatic speakers that form a huge "Shell of Sound". The driving force is applied uniformly over a 158 sq. in. cylindrically curved diaphragm. Result: breathtaking reproduction that's virtually distortion-free. 66 full dimension speaker columns sweep the entire room with sound.

The range of the Cathedral Speaker extends

clear up to 20,000 cycles—and way down to 2,000 cycles. To achieve the fullest "presence" and smoothness in the all-important middle range of hearing, this new type of speaker is used in conjunction with a great new husky Philco 15" Woofer. From 20 to 2,000 cycles, the smoothness of this big woofer complements that of the Cathedral Speaker.

A new "Cross-Over" network keeps this great team of speakers in perfect balance and results in High Fidelity's first "Living Sound".

UNCANNY NEW PHILCO

“Micro-Mix”

4-Speed Automatic Record Changer



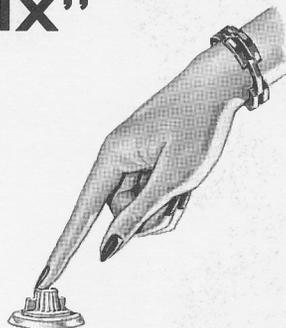
Lets you mix $33\frac{1}{3}$ or 45 RPM records in all sizes. Also plays 78 and even the new $16\frac{2}{3}$ RPM recordings, automatically.



It's 4-Speed . . . it's Automatic

THE NEW PHILCO "MICRO-MIX" THAT THINKS FOR ITSELF

*One "Push Button" Control sets this
mechanical genius in motion!*

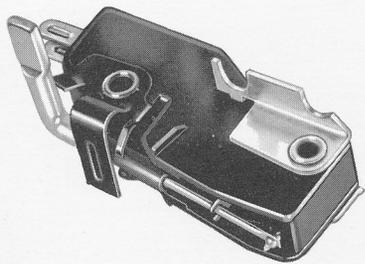


NOW: you can mix together 33 $\frac{1}{3}$ and 45 RPM records in all sizes . . . 7", 10" and 12". Not only does the tone arm think for itself and move precisely onto the starting groove of any size record, but the speed changes automatically.

NOW: you can enjoy a limitless variety of records including 78, 33 $\frac{1}{3}$, 45 and even the new 16 $\frac{2}{3}$ RPM records.

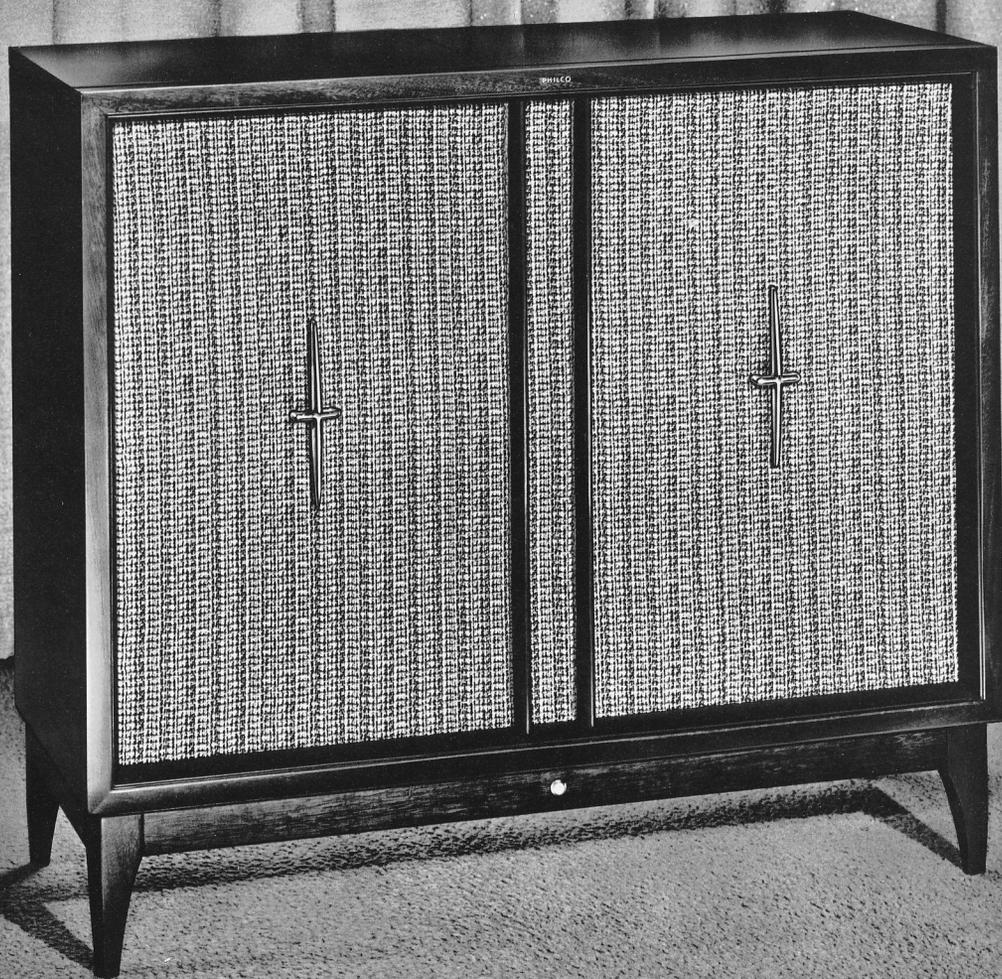
NOW: for the first time, you get the completely automatic record changer shut-off. At the end of the last record, the tone arm returns to the rest position, the turntable stops, the motor and the tubes turn off completely.

NOW: with this great new changer that thinks for itself, just press a button, lean back and listen for hours!



*PLUS . . . the Philco Diamond Needle—
Ceramic Pick-Up*

All-weather ceramic cartridge assures finest quality reproduction, regardless of temperature changes or humidity. Precision-polished Diamond Needle for longer life of your precious high fidelity recordings—synthetic sapphire for 78 R.P.M.



Phonorama III

a Flawless Instrument for the full expression of

LIVING SOUND

The Anatomy of High Fidelity's Finest Instrument

PHILCO PHONORAMA III



PHILCO 1766. Custom-crafted in selected Mahogany solids and veneers. Matched and dimensioned to pour forth pure high fidelity "Living Sound" without carry over or distorting resonances. Hinged top opening makes it easy to load and unload records. Changer compartment is automatically illuminated when lid is open. Jewel indicator light on base rail tells you when phonograph is "on" or "off". Exquisite Monte Carlo Sunset grille cloth highlighted by sparkling polished brass ornaments. Dimensions: 32" high, 36" wide, 15 $\frac{1}{2}$ " deep.

PHILCO 1766-F. Same features and cabinet in Mahogany solids and veneers with hand rubbed Fruitwood finish.

Exclusive "Music Chamber" Cabinetry: The entire cabinet, from grille cloth to inclined Cathedral Speaker is acoustically engineered to function as one superbly balanced Tone Chamber. The woofer chamber is completely enclosed to provide an infinite baffle and is acoustically treated to give additional smoothness of response. You can place Phonorama III in any position in the room and still get the full flood tide of "Living Sound".

Acoustically Transparent Grille Cloth: At last, a decorative grille cloth that doesn't muffle or distort clear, rich response of this superb instrument. Every detail—the texture, the material, the weave—serves to allow the free passage of sound.

Spectacular 30 Watt Output: Completely compatible with the brilliant new Phonorama Speaker System, is an all-new High Fidelity Amplifier with a full power transformer and maximum "push-pull" output of 30 watts. More power than you'll ever need—a full 20 watts output with less than 2% distortion, including built-in phono pre-amplifier.

In-Put Jack for Your Tape Recorder and Tuner: Just plug in your tape machine or AM-FM tuner and enjoy original selections in "Living Sound".

For the ultimate in High Fidelity graduate to PHILCO

Phonorama III

PHILCO

Phonograph and Radio

Advertising

and

Sales Promotion

Material



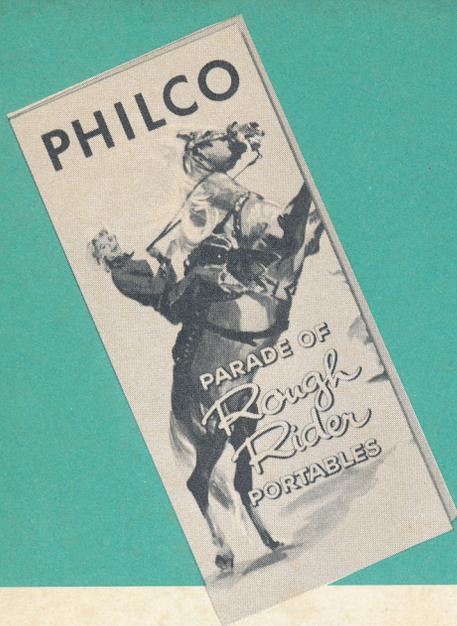
PHILCO 4-SET TABLE RADIO MERCHANDISER

Versatile merchandising at its best! New, modern design display for window, counter... makes a perfect well-rounded, all-in-one radio department with eye-catching, traffic stopping appeal. Beautiful, colorful Philco identification... long life, rugged construction. 01-156-1623



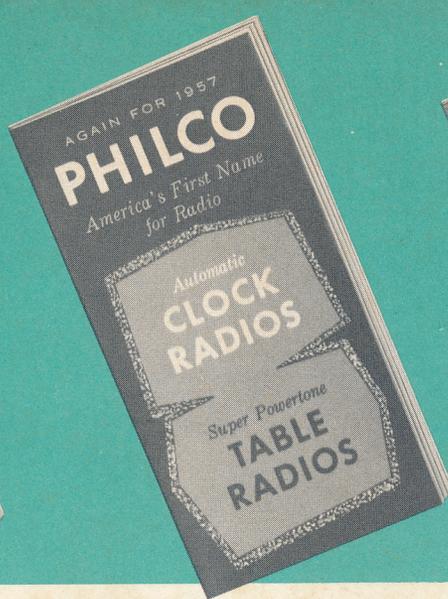
PHILCO 4-SET CLOCK RADIO MERCHANDISER

A powerful "plus" merchandiser because it allows the customer to choose... allows you to "sell-up" from your own separate clock radio department. Beautifully designed... boosts your store appeal. Permanent, yet fits anywhere. 01-156-1624



PHILCO PORTABLE RADIO LINE FOLDER

All the facts you'll need to "sell" . . . in a brilliantly attractive full-color folder. It's the ideal piece for mailings, give-aways, quick reference by salesmen . . . makes "Selling up" easier.
01-156-1511



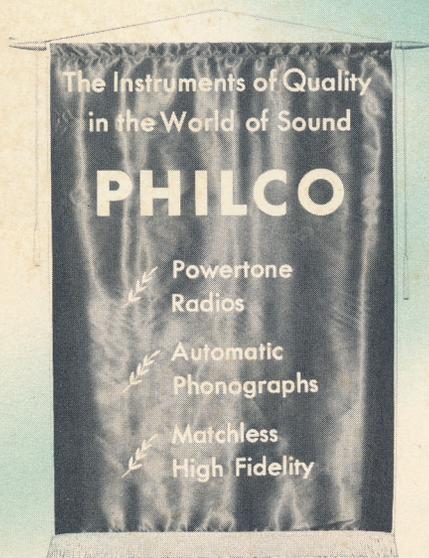
PHILCO CLOCK AND TABLE MODEL LINE FOLDER

Groups clock and table model radios into one flexible, colorful folder! Designed to allow you to "Switch" from one line to the other with new ease . . . gives the customer a choice of models . . . gives you more to sell!
01-156-1632



PHILCO TRANSISTOR RADIO FOLDER

Beautifully designed in blue with true-to-life illustrations. All the facts which trigger sales are featured for quick reference. Envelope size, this piece is ideally suited for mailing . . . give away to any customer . . . anywhere.
01-156-1523



PHILCO RADIO SATIN BANNER

Designed to catch your customer's eye! Beautiful format with fast selling message to "plus" up any store window or wall . . . quickly identifies your store as headquarters for Philco Radio Quality.
01-156-1635

PHILCO MINIATURE SATIN BANNER FOR PHONORAMA III

Small, portable (only 10" high) yet puts its compact message right before the prospect's eyes because it sits on top of the set. Complete with felt padded base.
01-156-1636



01-155-1528
Printed in U.S.A.