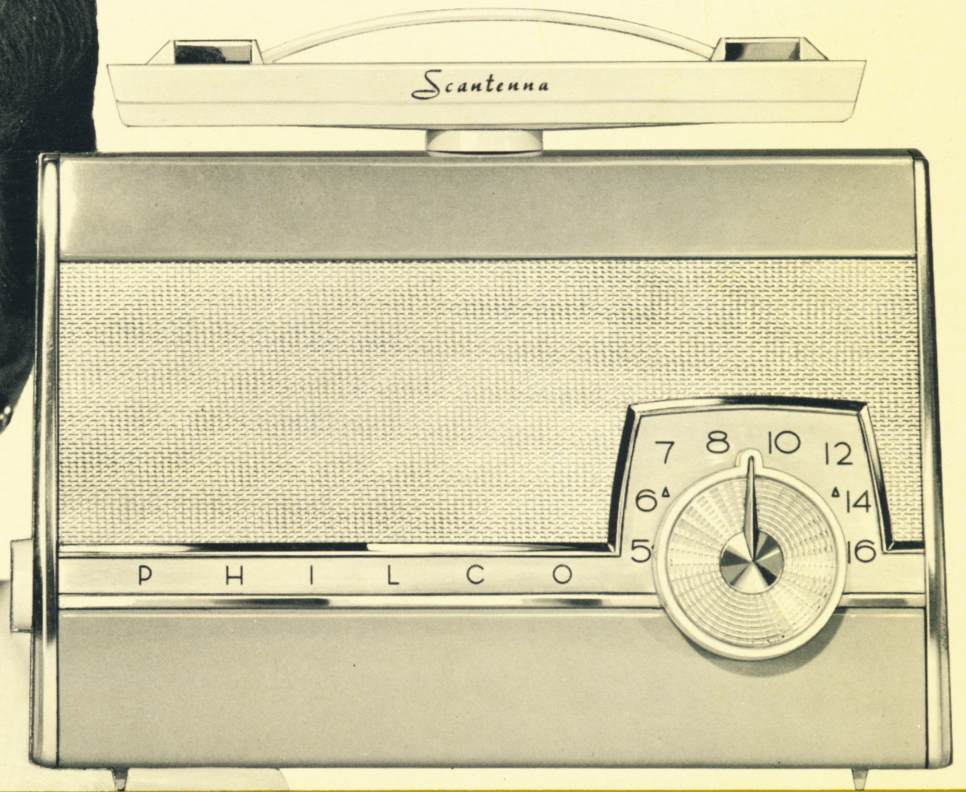


AMERICA'S most powerful
most economical
**PORTABLE
RADIOS**



PHILCO FOR '58

with a complete line of

ALL-TRANSISTOR

portables

*Out-travel
Out-perform
Out-last
all others!*

NEW PHILCO TRANSISTOR PORTABLES OUTPLAY RADIOS TWICE THEIR SIZE!

Brand new styling makes them beautiful no matter how you look at them!

NEW...EXCLUSIVE

PHILCO SCANTENNA

with twin Magnecor aerials

- double the sensitivity!
- double the signal pick-up!
- double the power!

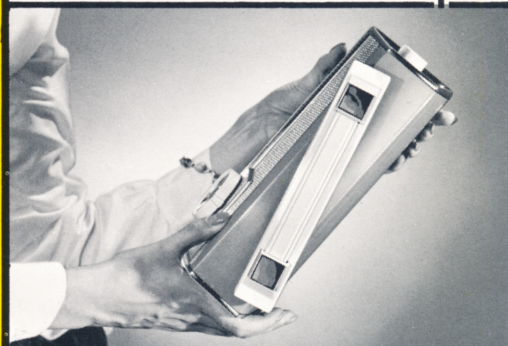
This new *exclusive* Philco Scantenna doubles as an attractive carrying handle, yet also contains twin Magnecor antennas that step up performance 4 to 1 over ordinary portable aerials.

from the side



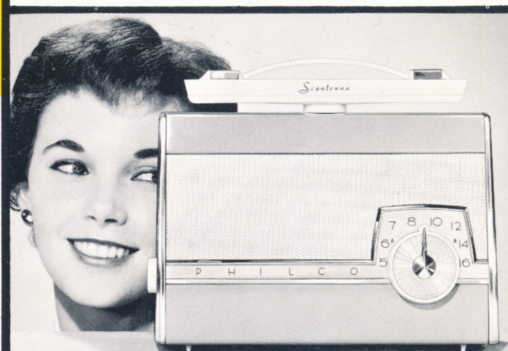
New tapered slim silhouette fits today's furniture trends toward the modern slender look.

from the top



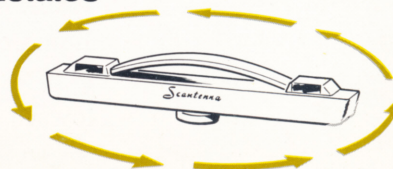
The new Scantenna handle-aerial is perfectly complemented by the thin tapered top.

from the front



Compact cabinets that are lightweight and designed to travel anywhere that people go.

**New Scantenna
Combination
Handle-Aerial
Rotates**



The new Philco Scantenna rotates in a 180° arc for the strongest signal reception. Locks into position for ease of carrying.



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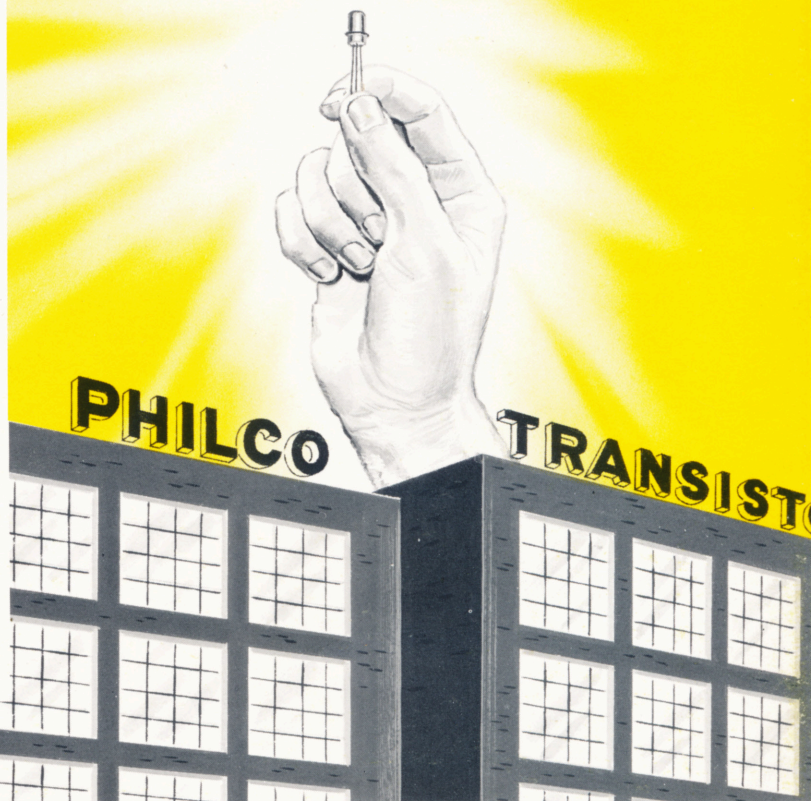
PHILCO TRANSISTORS

...perfect in performance and dependability

The superior performance of Philco Transistor Radios is the direct result of Philco pioneering research and production of semi-conductors. Philco transistors of similar types to those which have made possible such complex electronic equipment as giant computers and other data processing machines, serve as the hearts of the Philco Transistor Radios you can buy today.

TRANSISTOR CENTER USA

In Philco's Spring City Plant transistors of every type are produced by highly trained Philco technicians with new methods, new machines and new test controls. Over 100,000 square feet of productive area is devoted solely to Philco transistor production.



With Philco Transistor Radios you receive

NEW OPERATING ECONOMY

*Plus Power, Plus Performance
for Less Money*

Operating most economically on regular flashlight or pen light batteries Philco Transistor Portable Radios have power for hours and hours of enjoyable playing time, yet the actual cost is as little as 1/10th of 1c per hour. Even at this low, low cost they deliver the power and tone you would expect from full size table radios costing many dollars more.



1958 PHILCO ALL-TRANSISTOR PORTABLE RADIOS

The most complete selection of transistor portable radios in America from a vest-pocket mighty midget to a real man-sized portable that delivers big home radio performance anywhere you play it outdoors or in.



THE **VeeP**
VEST-POCKET TRANSISTOR RADIO

NOW... It's here from Philco! The world's first and only all-transistor vest-pocket size portable with table radio tone quality... the new Philco "VeeP". Fits in your hand like a "King-size" pack of cigarettes. Offers "King-size" performance too.



POWERHOUSE, 3-WAY, AC-DC PHILCO PORTABLE

PHILCO 681 with the newest Philco feature that doubles portable radio enjoyment... the Philco Scantenna. It's a handle... It's an antenna. It contains two matched twin magnecor aerials and rotates 180° for the most powerful signal available. 4 tubes plus rectifier and big 4" speaker in a new vertically mounted chassis. Highly styled break-resistant case in aqua, burgundy red or Fiesta pink. 7 $\frac{3}{4}$ " High, 10 $\frac{1}{2}$ " Wide, Depth 2 $\frac{1}{4}$ " top, 3 $\frac{3}{4}$ " bottom.



PHILCO T-3. (Top) The "VeeP"... personal vest-pocket-size 3 Transistor Portable. "Private Listening" speaker lets you enjoy your favorite programs without disturbing others. Operates most economically on just two small mercury batteries. Special dial window in top. Break-resistant case in ivory and black. 3 $\frac{3}{4}$ " High, 2 $\frac{1}{2}$ " Wide, 1 $\frac{1}{4}$ " Deep.

PHILCO T-4. (Center) Pocket-size powerhouse. 4-Transistor portable radio with 5-transistor performance. Operates most efficiently on just 4 regular pen light batteries. Break-resistant case in ivory and black or aqua and black. 3 $\frac{3}{4}$ " High, 6" Wide, 1 $\frac{1}{2}$ " Deep.

PHILCO T-5. (Bottom) Pocket-size 5-transistor set operates on only four pen light batteries. Built-in magnecor antenna; plus "Private Listening" Jack. Break-resistant case in ivory and black or pink and black. 5-Year Guarantee. 3 $\frac{1}{2}$ " High, 6" Wide, 1 $\frac{1}{2}$ " Deep. Attractive leather hand or shoulder-sling carrying case available.



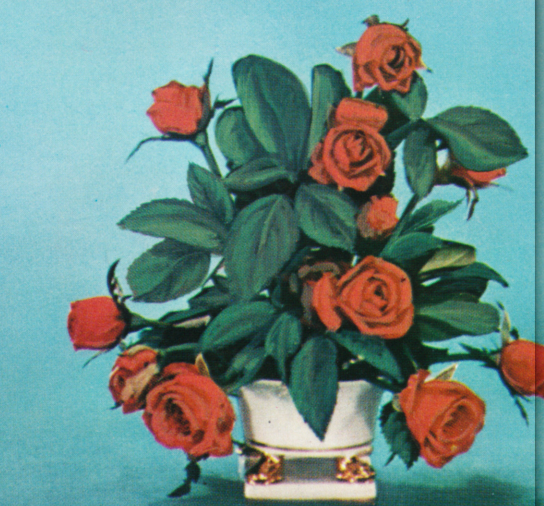
PHILCO T-6. Brand new form factor in tune with modern furnishing trends. 6-Transistor set with big 3 $\frac{1}{2}$ " Alnico V speaker. Operates up to 500 hours on just two regular flashlight ("D") batteries, the most universally available. Actual cost for power is as little as 1/10th of 1c per hour. Finished in beautiful Sur-V-Lon with the ruggedness and luxury look of fine leather. 6 $\frac{1}{2}$ " High, 9" Wide, Depth 2" top, 3" bottom.

Philco all-transistor portable radios operate most economically on regular pen light, mercury or flashlight batteries that can be purchased anywhere.

These beautifully styled all-transistor Philco portables offer hundreds of hours of listening pleasure for as little as 1/10th of one cent an hour. Choose yours today from the widest selection in America.



PHILCO T-700. The world's finest performing compact transistor radio. Push-pull audio circuit for maximum performance and economy. Operates up to 500 hours on 7 Philco Transistors and just four regular flashlight batteries that can be purchased anywhere. Plays in areas where other transistor radios fail. Big set tone quality and high volume output. Leather-like finish case with golden trim. 6 $\frac{3}{8}$ " High, 9 $\frac{3}{8}$ " Wide, 3 $\frac{3}{8}$ " Deep.



PHILCO T-7X. Finest performing portable transistor radio ever built. So dependable and trouble-free it was the world's first radio to carry a five year guarantee. Operates up to 500 hours on 7 Philco Transistors and only 2 flashlight ("D") batteries. Highly sensitive it has the beautiful tone you would expect in a big home radio. Break-resistant ivory and black case. 4 $\frac{3}{8}$ " High, 7" Wide, 2 $\frac{1}{4}$ " Deep. Leather shoulder-sling or hand carrying case available.



PHILCO T-701. World's most powerful seven transistor portable radio with the new, modern form factor design. New Scantenna that's a handle and also a doubly powerful aerial with two built-in magnecor antennas. Big Alnico V speaker magnet. 4 Tuned IF circuits. Operates up to 500 hours on just 4 flashlight batteries. Turquoise, ivory and gold or black, ivory and gold in break-resistant case. 8 $\frac{1}{2}$ " High, 9 $\frac{3}{4}$ " Wide, 2 $\frac{1}{4}$ " Deep.

LOOK AHEAD... and you'll choose PHILCO



PHILCO PORTABLE RADIO

SPECIFICATIONS

NEW PHILCO SCANTENNA — It's an antenna and a handle all-in-one. Rotates in a 180° arc to tune in the strongest signal with the greatest selectivity. Contains two powerful built-in magnecor antennas that step up performance 4 to 1 over ordinary portable antennas. Locks into position for ease of carrying.

NEW FORM FACTOR—New tapered design gives it the modern slender look so much in demand in today's furniture. Allows the cabinet to be light weight and compact, truly designed for travel.

PHILCO TRANSISTORS—Philco Surface Barrier Transistors developed through scientific research in radar and guided missiles operate on the least current and lowest voltage in radio, making them practically indestructible. Keeps the weight down and the output up. No tubes to be broken or replaced.

PHILCO PUSH-PULL CIRCUIT—Brings in stations with clear, undistorted reception. Produces more output with less power consumption.

PHILCO BUILT-IN MAGNECOR AERIAL—Developed and refined by Philco, its performance is up 2 to 1 over ordinary built-in aerials. Exceptional signal pick-up.

LOW COST BATTERY OPERATION — Completely powered by either regular flashlight, mercury or pen light batteries Philco Transistor Portable Radios operate on the lowest voltage in radio. Actual operating costs are as little as 1/10th of one cent per hour.

"PRIVATE LISTENING"—Special Input Jack accommodates "Private Listening" Speaker which allows the listener to enjoy favorite programs without disturbing others.

PRINTED CIRCUITRY—Provides uniformity of performance. Deep etched panels are sealed against cold, heat, moisture and salt air for longer life.

FOUR TUNED IF CIRCUITS — Gives greater selectivity and overall performance bringing in distant stations with noise-free reception. Reduces interference from adjacent stations on the dial.

ALNICO V SPEAKER MAGNET—Superb performance with remarkable clarity of tone. Provides rich bass while maintaining undistorted highs.

BREAK-RESISTANT CASE—Handsomely styled case is extra durable and rugged.

5 YEAR GUARANTEE—If a Philco T-7X or T-5 transistor radio fails to operate in normal use at any time in a period of five years you return the set to the Philco Factory and the part will be replaced with no cost to you for the part or service. You pay handling and postage only.

LOOK AHEAD...
and you'll choose
PHILCO®