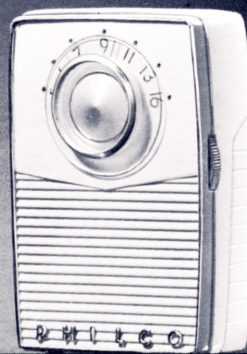


World's Largest Selection of



ALL-TRANSISTOR Radios



'59

PHILCO
FAMILY OF
PORTABLES



FOR
CONVENIENCE
CHOOSE PHILCO

**Travel-Ready Companions That
Go Wherever You Go**

The compact size, trim good looks and powerful transistor-powered circuitry of a Philco make it a perfect traveling companion. Even a super-powered seven-transistor model fits neatly into your overnight bag . . . takes up no more room than an extra purse and handles as easily too.

Look ahead... and you'll choose



FOR
PRIVACY
CHOOSE PHILCO

**Widest Selection of Personal Radios
with Private Listening Feature**

For completely personal listening choose the Veep. For double-duty as a regular portable or private radio, select any of four other Philco all-transistor radios each featuring a private listening speaker jack. You'll find a Philco private listening speaker convenient to use and to carry.

'59 PHILCO ALL-TRANSISTOR



FOR
BEAUTY
CHOOSE PHILCO

**New Styling . . . In Attractive Colors
and Luxurious Leathers**

Any way you look at a Philco Portable Radio you'll find beauty and style for every taste. Colorful break-resistant plastic, luxurious Sur-V-Lon and genuine top grain cowhide cases in slender, tapered forms to make them easy to carry as well as a joy to behold.



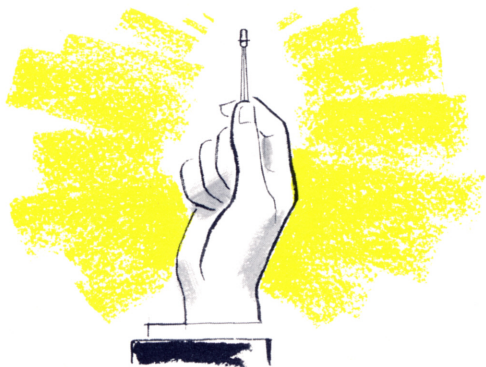
FOR
POWER
CHOOSE PHILCO

**Powerful Scantenna Rotating Aerial
for Weak Signal Areas**

Philco's Scantenna that's a handle and a powerful Rotating Magnecor antenna . . . or powerful internal Magnecor antennas, bring in even the most remote stations with a minimum of interference under all conditions. Compact circuitry for maximum sensitivity.

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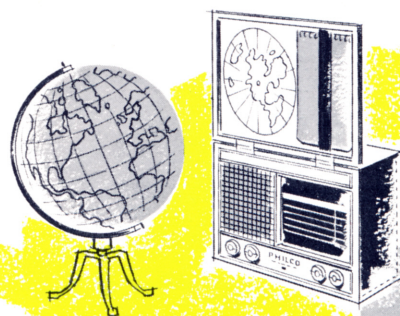
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FOR
DEPENDABILITY
 CHOOSE PHILCO

**Famous Philco Transistors Eliminate
 Tube Breakage and Replacement Costs**

There are no tubes to break or burnout—Practically indestructible, Philco Transistors operate on the least current and lowest voltage in radio. Exhaustive tests under actual operating conditions have already logged millions of trouble-free hours for Philco Transistors.



FOR
PERFORMANCE
 CHOOSE PHILCO

**Advanced Philco Circuitry Plus
 Nine Powerful Transistors**

You get Round-the-World power and pick up all short wave stations with the sound brilliance of a console-type receiver on Philco's powerful nine transistor "T-9" portable. It takes only 6 flashlight batteries to reach all 4 corners of the world on seven different wave bands.

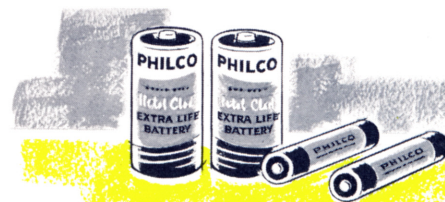
PORTABLE RADIOS *for the whole family*



FOR
PLEASURE
 CHOOSE PHILCO

**Whatever Your Taste, You'll Hear It
 Better on a Philco**

Music, news, sports, drama, whatever your taste, wherever you go, go with Philco and listen to big radio sound on even the smallest palm-sized Philco. For over thirty years, the name Philco on a radio has been America's guide to the finest in radio listening pleasure.



FOR
ECONOMY
 CHOOSE PHILCO

**More Power, More Performance
 for Less Money**

Philco uses dual-function circuits to give you extra performance with fewer transistors. Philco portables operate on economical flashlight, mercury or penlight batteries, readily available almost anywhere, to give you hundreds of hours of listening enjoyment for as little as 1/10 of one cent per hour.

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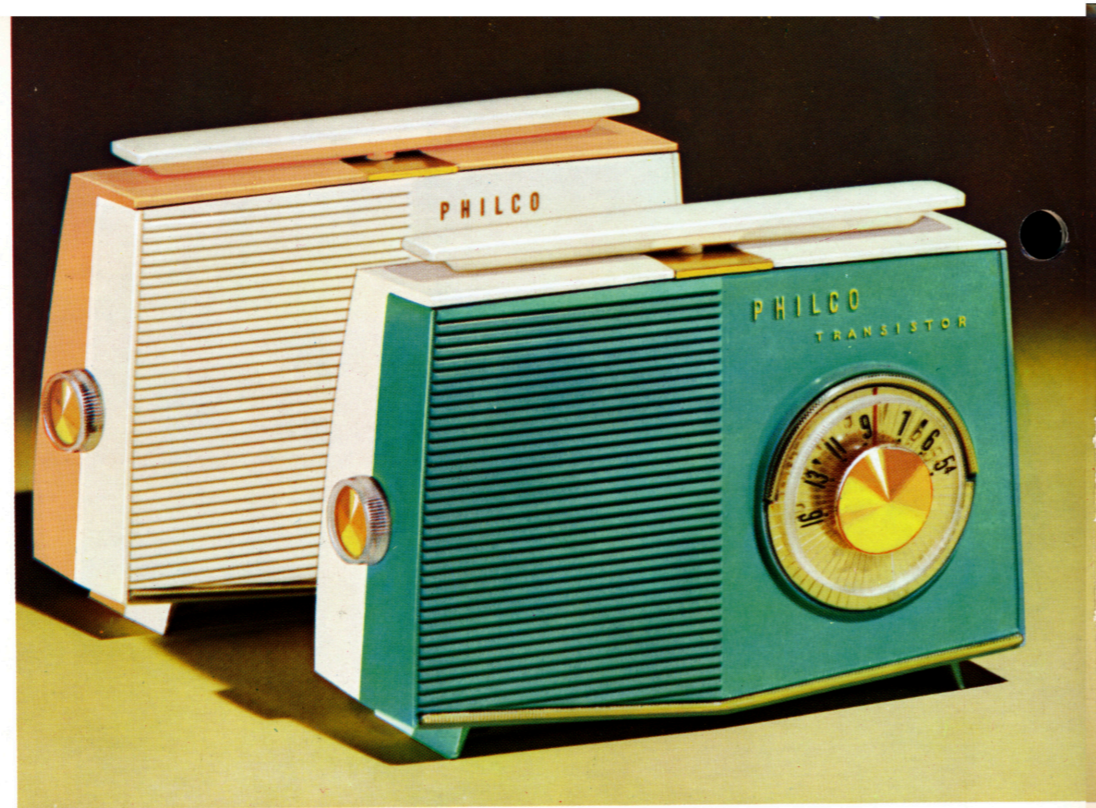


World's Most Economical Seven-Transistor Radio

PHILCO T-75. Hundreds of hours of radio entertainment on just 2 regular "D" type flashlight batteries, available most anywhere. Delightfully styled in genuine top grain cowhide with new tapered design to fit the hand. Convenient carrying strap. Seven famous Philco Transistors similar to those used in highly technical government work. High sensitivity with tone and performance of much larger radios. Built-in Magnecor antenna. 2 3/4" round speaker. "Private Listening" Jack. 4 1/4" high, 7" wide, 1 7/8" deep. Weighs only 2 lb. (approx.).

Slender-Set Styling with Exclusive Philco Scantenna

PHILCO T-65. Latest in Slender-Set styling and powerful 6-Transistor plus diode chassis. Includes Philco's exclusive Scantenna that's not only a handle but also a powerful rotating aerial with built-in Magnecor antenna for maximum station pull-in power. Big set sound from 3 1/2" speaker and bigger tone chamber. Operates for hundreds of hours on just 2 regular "D" flashlight batteries. Break-resistant case in Lustre Ivory and Aqua or Ivory and Gold. 6" high, 8 3/8" wide and 2 1/2" deep. Weighs only 1 lb. 13 oz.



Big Set Sound You Hold in Your Palm



Fits Your Pocket . . . or Palm . . . 5-Transistor Powerhouse

PHILCO T-50. A handful of listening pleasure that's styled for tomorrow. Beautiful Lustre Ivory and Turquoise, or Ivory and Terracotta, miniature portable radio with sensational tone in a spectacularly compact case. Has its own built-in 2 1/4" speaker and "Private Listening" Jack. Operates most efficiently on 5 transistors plus just 4 tiny mercury batteries . . . Optional genuine leather carrying case for complete portability and added beauty. 4 3/8" high, 3 1/8" wide and only 1 1/2" deep. Weighs only 12 oz.

America's first family of all-transistor portable radios, from a palm-size midget to a mighty globe-circling powerhouse that delivers big home-radio performance anywhere. **Dad** brags about the he-man leather models while **Mother** sighs over the slender-set styling. **Teenagers** rave about Scantenna that brings in the latest music from anywhere; even **Grandma** wouldn't be without her very own "Personal Listening" companion.



The New 1959 **PHILCO FAMILY of ALL-TRANSISTOR PORTABLE RADIOS**

The World's Finest Performing 4-Transistor Radio

PHILCO T-45. A 4-Transistor, plus diode pocket-sized portable with an exclusive reflex circuit that exceeds the performance of conventional 5-Transistor sets. Operates on just four regular "AA" penlight or mercury batteries. Break-resistant case in Ivory and Terracotta or Ivory and Aqua. "Private Listening" Jack and rich toned 2 3/4" speaker. 3 1/16" high, 5 1/8" wide and 1 5/8" deep. Weighs only 15 oz. Genuine leather case optional.



The Philco Veep Vest Pocket Personal Radio

PHILCO T-3. No bigger than a pack of king-sized cigarettes, the Veep is a full-powered 3-Transistor and diode radio featuring Philco's reflexed circuitry for additional performance, "Private Listening" speaker, special dial window in top and handsome Ivory and Ebony break-resistant case. Just two tiny mercury batteries power this vest-pocket masterpiece. 3 3/4" high, 2 1/2" wide, 1 1/4" deep. Weighs only 6 oz.



World's Best All-Transistor World-Wide Portable Radio that Operates on Ordinary Flashlight Batteries

PHILCO T-9. Intercontinental powerhouse that brings the full scope of outstanding short wave and regular broadcast into a smart compact cabinet. Nine famous Philco Transistors and just six standard D-type flashlight batteries power this masterpiece that reaches out to all corners of the world and brings in even the weakest signals clearly.

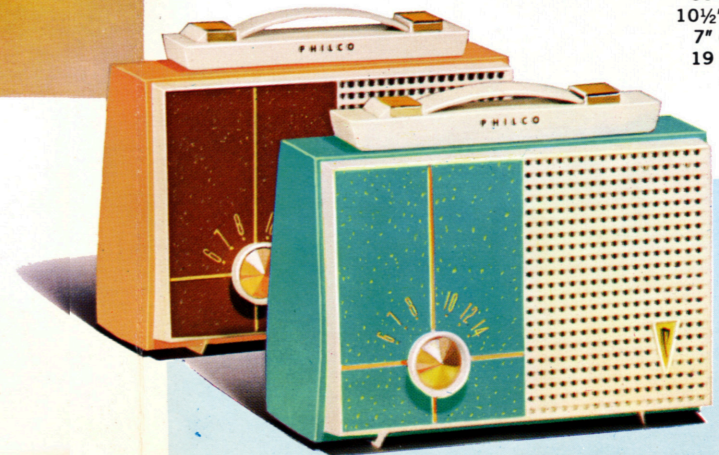
- Large, easy-to-use tuning scale with all 7 bands in view. Dial light for night use.
- Logging band indicator. Cross hair tuning accuracy. Fly-wheel tuning with 14 to 1 ratio.
- Detachable lid with unique world time zone map. Operations and Log Book with complete world wide station Log and Tuning hints for full enjoyment.
- Seven Tuning Bands: Standard Broadcast, 2 Medium Frequency and 4 High Frequency Short Wave Spread Bands.
- Two highly sensitive built-in antennas. Super Magnecor for standard broadcast reception. Extra-long telescoping short wave antenna. Provision for external antenna if desired.
- Finished in rich genuine leather.

Compact case is only 10 1/2" high, 15 3/4" wide, 7" deep. Weighs only 19 pounds, including 4 spare batteries.



Power-Packed, 3-Way AC-DC Portables

PHILCO 691. Luxurious up to the minute styling plus Philco's exclusive Scantenna to increase portable radio performance and enjoyment. It's a handle . . . it's a rotating antenna. It contains a Magnecor aerial and rotates 180° to bring in your favorite stations at their best. Four tubes and rectifier plus big 4" speaker. Turquoise and Ivory, or Gold and Ivory, with Textile leather trim. 7" high, 10 1/4" wide and 3 3/8" deep. Weighs only 4 lb. with batteries.



A Masterpiece in Appearance and Performance

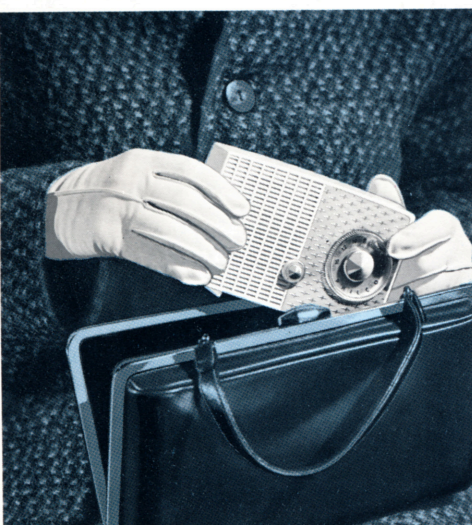
Outdoor Styling . . . Feature Packed . . . Performs Anywhere

PHILCO T-78. Beautiful top-grain genuine cowhide case in Briarwood finish with White stitching and Gold trim. Incorporates a top performing 7-Transistor Philco Chassis with high output push-pull audio circuit and heavy-duty 4" speaker in an all new Contour Backed Sound Chamber. The latest precision vernier tuning. Operates for hundreds of hours on just 4 regular "D" flashlight batteries available anywhere in the world. 6 1/2" high, 9 1/2" wide and 4 1/8" deep. Weighs only 4 lb.

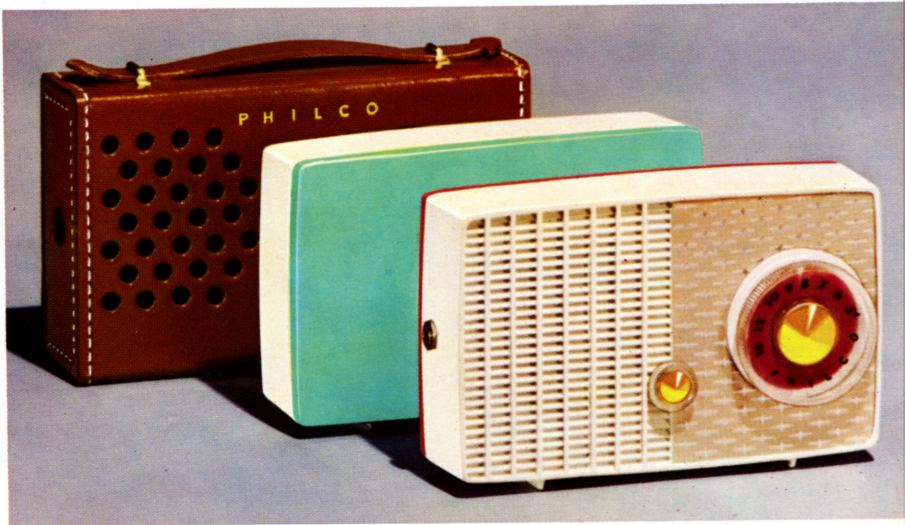


Tan, Tough and Terrific Big Value 7-Transistor Performer

PHILCO T-700. High powered unmatched performer with seven famous Philco Transistors and heavy-duty rich tone 4" speaker. Plays for hundreds of hours on just 4 regular "D" flashlight batteries for greatest economy. Big, easy-to-use tuning dial. Latest printed wiring panel. Extra-powerful built-in Magnecor antenna to pull in signals in remote areas. Leather-like, scuff-resistant Sur-V-Lon case with rich Gold trim. 6 3/4" high, 9 5/8" wide, 3 3/4" deep. Weighs only 4 lb. (approx.).

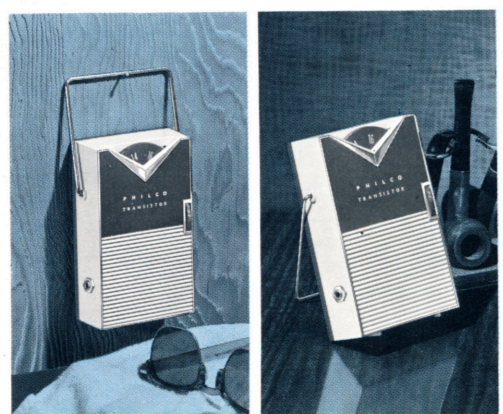


Carry it anywhere . . . it plays where others fail



Dual Purpose Marvel in the Height of Fashion

PHILCO T-60. Brand new, exquisitely-styled, six-Transistor marvel with multi-purpose handle. Beautifully styled in Gold and Ebony or Charcoal and Ivory break-resistant case with polished brass finish handle/stand. Fine tone and performance from an all new super sensitive 6-Transistor plus diode chassis and 2 3/4" speaker. "Private Listening" Jack. Operates on just two "AA" penlight or mercury batteries. Deluxe genuine leather case optional. 5 5/8" high, 3 3/8" wide, 1 5/8" deep. Weighs only 14 ounces.



Handle for carrying . . . Hangs on the wall, too.

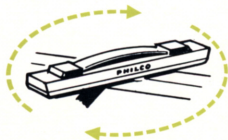
Stands on a desk or table



PHILCO SCANTENNA

It's an attractive carrying handle yet it is also a rotating antenna with built-in Magnecor aerial that steps up performance and brings in even the most distant stations, loud and clear.

The exclusive Philco Scantenna rotates in a 180° arc to pick out even the weakest stations. Locks in position and has its own hand strap for ease of carrying.



PHILCO TRANSISTORS. Developed through space-age research in radar and guided missiles for the government. Practically indestructible, they operate on the least current and lowest voltage in radio. Keep weight down and performance up. No tubes to break or burn out. Only Philco uses exclusive Micro-alloy Diffused-base Transistors, Surface Barrier Transistors and Micro-alloy Transistors, plus reflex circuitry for optimum performance at lowest cost.

NEW AS TOMORROW STYLING.

Philco portable radios are styled for today's modern living. So slim and trim they're perfect for traveling . . . or for any kind of enjoyment at home or on the go.

POWERFUL PUSH-PULL CIRCUITRY.

To bring in stations with strong, clear and undistorted reception . . . then to amplify the signal with more output and less battery consumption.

PRINTED CIRCUIT CHASSIS. For more uniform trouble-free performance, Philco deep etched circuit panels are sealed against heat, cold, moisture and salt air for maximum life and minimum service.

PHILCO PORTABLE RADIO

SPECIFICATIONS

PRIVATE LISTENING. For personal program reception without disturbing others, Philco's "Private Listening" Jack and optional ear speaker delivers maximum enjoyment for you alone.

PHILCO BUILT-IN MAGNECOR ANTENNA. Engineered into all Philco transistor radios, the Magnecor antenna delivers twice the signal reception of ordinary built-in aerials.

BREAK-RESISTANT CASES. Philco's radio cabinets are made of specially molded high-impact plastic material built to withstand much more than normal hard use without damage. They are finished in rich hued colors and accents. Other Philco models (including carrying cases) come in genuine top grain cowhide or scuff-resistant Sur-V-Lon to increase their natural beauty and efficiency. Whether plastic or leather you can be assured of the highest quality material available.

LOWEST-COST BATTERY OPERATION. Powered by either regular flashlight, mercury or penlight batteries, the new 1959 Philco portables operate on the lowest current drain in radio. Actual operating costs are as little as 1/10 of one cent per hour.

PHILCO®

Famous for Quality
the World Over