4-Track Family Tape Recorder

- Four tracks at $3\frac{3}{4}$ i.p.s. give up to $8\frac{1}{2}$ hours' recording.
- 'Magic Ribbon' recording level indicator.
- Built-in programme indicator.
- Parallel track playback facility.
- Headphone monitoring.
- Mixing of microphone with radio or gramophone inputs.
- Supplied complete with microphone, 5" reel of tape, empty take-up spool and connecting lead.

Model EL3541
Cabinet: Impact-proof polystyrene.
Colour: Two-tone grey.
Cabinet Dimensions: Height 6\(\frac{3}{8}\)"; width 14\(\frac{1}{2}\)"; depth 12".
Weight: 18 lb.
Mains Voltage: 110, 127, 200-250 volts AC.
Mains Frequency: 50 c/s. (Can be modified for 60 c/s.).
Mains Consumption: Approximately 60 watts.
Recording/Playback System: 4-track monophonic, left to right. Stereophonic playback with EL3774 pre-amplifier, etc.
Tape Speed: 3\(\frac{3}{4}\) i.p.s.
Playing Time: Long-playing tape 5" reel = 4 x 48 minutes.
When using double play tape 7" reel = 4 x 2 hrs. 8 mins.
Maximum Reel Size: 7" with the lid removed.
Fast Winding and Re-winding Time: 1,200 ft. of tape in two minutes.
Frequency Response: 60-13,000 c/s ± 3 dB.
Signal-to-Noise Ratio: Better than 40 dB.
Wow and Flutter: Less than 1.0%, Peak to Peak.
Valves: EF86, ECC83, ECL82, EM84, EZ80.
Output Power: 2.5 watts.
Loudspeaker: 4" high efficiency.
Programme Indicator: 3 digit with zero re-set.
Modulation Level Indicator: Electronic Magic Ribbon type.
Microphone: Sensitive crystal type.
Inputs: Microphone 3-pole DIN type socket 3 mV 100K ohms.
*Radio (Diode) 5-pole DIN type socket 3 mV 1M ohms.
Pick-up 5-pole IEC type socket 150 mV 1M ohms.
Outputs: *Radio (Diode) 5-pole DIN type socket 1V 1M ohms.
Headphones 2-pole 4 mm socket. 100 mV 1K ohms.
External Loudspeaker 2-pole 4 mm socket 2.5W. 3-7 ohms.
*“Stereo” 3-pole DIN type socket—for use with Philips Pre-amplifier type EL3774.
*Combined input/output socket.
Tropicalised

**Model EL3541**
Made in Holland
4-Track Tape Recorder

**PHILIPS**—the friend of the family
Family De-Luxe Tape Recorder

- Stylish new PVC-covered wooden cabinet enhances appearance, improves sound quality.
- Four-track recording and playback at 3\(\frac{3}{4}\) i.p.s.
- Separate inputs and mixing facilities.
- Parallel track button enables tracks 1 and 3 or 4 and 2 to be replayed simultaneously.
- Supplied complete with crystal microphone, 5" reel of long play tape, 5" take-up spool and connecting leads.
Cabinet: Wooden cabinet, covered with P.V.C. cloth; detachable lid.
Colour: Two-tone grey.
Dimensions: Width 15½"; depth 13"; height 6½".
Weight: 19 lbs.
Mains Voltages: 110, 127, 200-250V AC.
Mains Frequency: 50 c/s (can be modified for 60 c/s).
Mains Consumption: Approximately 60 watts.
Recording/Playback System: 4-track monophonic. Stereophonic playback with EL3774 Pre-amplifier, etc.
Tape Speed: 3½ i.p.s.
Playing Time: 4 × 2 hours 8 mins. (with 7" reel of doubleplay tape); 4 × 48 mins. (with 5" reel of longplaying tape).
Max. reel Diameter: 7".
Fast Winding and Rewinding: 1,800 ft. in less than 3 minutes.
Frequency Response: 50-14,000 c/s.
Signal-to-Noise ratio: Better than 40 dB.
Wow and Flutter: <0.3% r.m.s.
Valves: EF 86, ECC 83, ECL 82, EM 84, EZ 80.
Output Power: 2.5 watts.
Loudspeaker: 4" high efficiency.
Parallel Track Switch: On playback—tracks 1 and 3 or 2 and 4.
Monitoring Facilities: During recording by means of headphones.
Straight Through Amplifier: Suitable for use as a microphone and gramophone amplifier.
Inputs: Microphone 3.0 mV 100K ohms 3-pole DIN socket. Gramophone 150 mV IM ohm 5-pole IEC socket.
*Diode 3.0 mV 100K ohms 5-pole DIN socket.
Outputs: *Diode 1.0 V 100K ohms 5-pole DIN socket. Headphones 100 mV IK ohms 2-pole socket. Ext. speaker 2.5 W 3-7 ohms 2-pole socket. "Stereo" 1 mV IM ohm 3-pole DIN socket. (for use with EL3774 pre-amplifier).
*Tropicalized

Model EL 3541/H
Made in Holland
4-track Family De-Luxe Tape Recorder

PHILIPS — the friend of the family
De-Luxe Hi-Fi Tape Recorder

- All-transistor amplifier eliminates warm-up time, keeps weight of instrument down to 26 lb.
- Four track recording and playback at four speeds: \( \frac{1}{10}, \frac{1}{8}, 3\frac{3}{8} \) and \( 7\frac{1}{2} \) i.p.s.
- Parallel track facility enables two separate recordings to be replayed simultaneously.
- Pause button interrupts tape motion for easy editing.
- Built-in 7" × 5" elliptical loudspeaker.
- Supplied complete with moving-coil microphone, 7" reel of longplay tape, empty 7" take-up spool, and connecting lead.

Model EL 3549
Cabinet: Wooden cabinet covered with washable PVC cloth.

Colour: Two-tone grey.

Dimensions: Width 16½"; depth 15¾"; height 8½".

Weight: 26 lb.


Mains Frequency: 50 c/s (Can be modified for 60 c/s).

Consumption: Approx. 55 watts.

Recording/Playback System: 4-track monophonic recording and play back, left to right. Stereophonic play back with EL3787 Pre-amplifier, etc.

Tape Speeds: ⅜, ⅜, ⅜, ⅜ i.p.s.

Playing Time: 7" long-play tape 4 x 6 hrs. 24 mins. at ⅜ i.p.s.

7" double-play tape 4 x 8½ hrs. at ⅜ i.p.s.

Maximum Reel Size: 7".

Fast Wind and Rewind: 1800 ft. (7" reel L.P. tape) approximately 3 minutes.

Frequency: 60-4,500 c/s ± 3 dB at ⅜ i.p.s.

Response: 60-10,000 c/s

60-13,000 c/s

60-16,000 c/s

Signal-to-Noise Ratio: Better than 40 dB.

Wow and Flutter: Less than 0.6% Peak to Peak at 3⅝ i.p.s.

Transistors and Diodes: 2 x OC58 or AC107

2 x OC75

1 x OC44

1 x OC74

1 x OC26

1 x OC79

1 x OA70

Selenium rectifier.

Power Output: 2.5 Watts.

Loudspeaker: One 7" x 5" elliptical in cabinet.

Microphone 5-pole DIN type socket 1 mV 1 k ohms.

*Radio (Diode) 5-pole DIN type socket 3 mV 20 k ohms.

Pick-up 5-pole DIN type socket 150 mV 500 k ohms.

Pick-up 5-pole IEC type socket 150 mV 500 k ohms.

*Radio (Diode) 5-pole DIN type socket 1V 20 k ohms.

Headphones 5-pole DIN type socket 200 mV 1.5 k ohms.

External Loudspeaker 2-pole 4mm socket 2.5W.

Tropicalised

Model EL3549

4-Speed Hi-Fi Tape Recorder

Made in Austria

PHILIPS—the friend of the family
**Stereo Tape Recorder**

- Superb stereo recording and playback.
- Excellent four-track mono recording and playback.
- Up to 34 hours’ mono recording on one 7” reel of DP tape.
- All-transistor amplifier eliminates warm-up time.
- Two sensitive loudspeakers give brilliant sound quality.
- Multiply play facility permits the copying of an existing recording from one track to another whilst simultaneously adding a new recording. A composite programme may thus be built up on one track.
- Facilities for mixing and monitoring.
- Four tape speeds: $\frac{10}{8}, \ 1\frac{3}{4}, \ 3\frac{3}{4}$, and $7\frac{1}{2}$ i.p.s.
- Supplied complete with stereo microphone, 7” reel of LP tape, empty take-up spool, and connecting leads.

**Model** EL3534
Cabinet: Wooden cabinet covered with washable P.V.C. cloth. Detachable lid.
Colour: Two-tone Grey.
Cabinet Dimensions: Width 18½"; depth 15"; height 10".
Weight: Approximately 35 lbs.
Voltage Range: 110, 127, 200-250 volts A.C.
Mains Frequency: 50 c/s. (Can be modified for 60 c/s.)
Mains Consumption: 65 watts approx.
Recording/Playback System: 4-track stereophonic and monophonic recording and playback, left to right.
Tape Speeds: \( \frac{1}{2}, \frac{1}{8}, \frac{1}{4}, \frac{1}{8}, \frac{1}{2} \) i.p.s.
Playing Time: With 7" reel double-play tape \( 2 \times 8\frac{1}{2} \) hours (stereo); \( 4 \times 8\frac{1}{2} \) hours (mono) = 34 hours on monophonic operation.
Maximum Reel Size: 7" diameter.
Fast Winding and Re-Winding Time: 1,800 ft. of tape in approx. 180 secs.
Frequency Response: \( \frac{1}{2} \) i.p.s. 60-4,500 c/s ± 3 dB.
3 \( \frac{1}{2} \) i.p.s. 60-16,000 c/s ± 3 dB.
Signal-to-Noise Ratio: Better than 40 dB.
Wow and Flutter: Less than 0.6%, Peak to Peak at 3\( \frac{1}{2} \) i.p.s.
Transistors and Crystal Diodes: 4 \times OC58 or AC107, 6 \times OC75, 2 \times OC44, 2 \times OC74, 2 \times OC26, 1 \times OC79, 2 \times OA70, plus Selenium Rectifier.
Output Power: 3 watts per channel.
Loudspeakers: Two high efficiency. One in main cabinet 7" \times 5" elliptical, one in detachable lid 6\( \frac{1}{2} \)" circular.
Programme Indicator: Built-in with zero reset.
Modulation Level Indicator: Moving-coil meter.
Microphone: Sensitive Moving Coil Stereophonic.
Inputs: Microphone: 5-pole DIN type socket 1 mV 1 K ohms.
*Radio (diode): 5-pole DIN type socket 3 mV 20 K ohms.
Outputs: Pick-up: 5-pole IEC type socket and 5-pole DIN type socket (connected in parallel) 150 mV 500 K ohms.
*Radio (diode): 5-pole DIN type socket 1 V 20 K ohms.
Monitor Headphones (Stereo): 5-pole DIN type socket 200 mV 1.5 K ohms.
Extension loudspeakers: 2-pole 4 mm sockets 3 Watts 3-7 ohms.
*Combined Input/Output socket.

Model EL3534
Made in Austria
Stereo Tape Recorder

PHILIPS—the friend of the family
EL3775/85 Mono headphones.
EL3796 Remote control unit.
EL3775/20 Mono headphones.
EL3775/36 Stereo headphones.
EL3984/15 Footswitch.
EL3962/02 Connecting box for two microphones.
NP1618 Carrying case for Battery Tape Recorder.
EL3774 Pre-amplifier.
EL3775/10 Mono headphones.
EL3787 Pre-amplifier.
EL3768/03 Connecting lead.
EL3768/04 Connecting lead.
EL1901/50 Tape splicing kit.
EL3786 Mains unit for Battery Tape Recorder EL3586.
NP1611 Carrying Case for Battery Tape Recorder EL3585.
EL3766 Mains unit for Battery Tape Recorder EL3585.

**Tape Recorder accessories**

**NP1618** Carrying case and Shoulder Strap for EL-3586.

**EL3785** Mains unit for Battery Tape Recorder EL3585.

**EL3787** Pre-amplifier for model EL3549 (illustrated)

**EL3774** Pre-amplifier for models EL3541 and EL3541H.

**EL1901/50** Tape Splicing Kit.
- Great sensitivity.
- Wide frequency range.
- Low noise level.
- High resistance to stretching or breakage.
- Powerful adhesion of magnetic coating.
- Available in all current reel sizes of standard, longplay, doubleplay and tripleplay tape.
- Colour-coded packs ensure easy identification, swift selection.

**Philips Tape**

GREEN for Standard

RED for Longplay

BLUE for Doubleplay

GREY for Tripleplay
<table>
<thead>
<tr>
<th>Type</th>
<th>Reel Diameter</th>
<th>Reel No.</th>
<th>Length (approx.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD GREEN</td>
<td>4&quot;</td>
<td>EL3908</td>
<td>300 ft.</td>
</tr>
<tr>
<td></td>
<td>5&quot;</td>
<td>EL3915</td>
<td>600 ft.</td>
</tr>
<tr>
<td></td>
<td>5½&quot;</td>
<td>EL3882</td>
<td>900 ft.</td>
</tr>
<tr>
<td></td>
<td>7&quot;</td>
<td>EL3914</td>
<td>1,200 ft.</td>
</tr>
<tr>
<td>LONG-PLAY RED</td>
<td>3&quot;</td>
<td>EL3953</td>
<td>210 ft.</td>
</tr>
<tr>
<td></td>
<td>4&quot;</td>
<td>EL3908</td>
<td>450 ft.</td>
</tr>
<tr>
<td></td>
<td>5&quot;</td>
<td>EL3915</td>
<td>900 ft.</td>
</tr>
<tr>
<td></td>
<td>5½&quot;</td>
<td>EL3882</td>
<td>1,200 ft.</td>
</tr>
<tr>
<td></td>
<td>7&quot;</td>
<td>EL3914</td>
<td>1,800 ft.</td>
</tr>
<tr>
<td>DOUBLE-PLAY BLUE</td>
<td>3&quot;</td>
<td>EL3953</td>
<td>300 ft.</td>
</tr>
<tr>
<td></td>
<td>4&quot;</td>
<td>EL3908</td>
<td>600 ft.</td>
</tr>
<tr>
<td></td>
<td>5&quot;</td>
<td>EL3915</td>
<td>1,200 ft.</td>
</tr>
<tr>
<td></td>
<td>5½&quot;</td>
<td>EL3882</td>
<td>1,800 ft.</td>
</tr>
<tr>
<td></td>
<td>7&quot;</td>
<td>EL3914</td>
<td>2,400 ft.</td>
</tr>
<tr>
<td>TRIPLE-PLAY GREY</td>
<td>3&quot;</td>
<td>EL3953</td>
<td>450 ft.</td>
</tr>
<tr>
<td></td>
<td>4&quot;</td>
<td>EL3908</td>
<td>900 ft.</td>
</tr>
<tr>
<td></td>
<td>5&quot;</td>
<td>EL3915</td>
<td>1,800 ft.</td>
</tr>
</tbody>
</table>

EMPTY SPOOLS: 3"—EL3952/10. 4"—EL3909/00. 5"—EL3912/00. 5½"—EL3881/00. 7"—EL3911/00.

N.B. Type and Reel No. must be quoted when ordering.
For every dealer who also does some contracting business, there are thousands of opportunities to supply and install P.A. and similar sound systems. In every town, hospitals, churches, factories, stadiums, hotels, restaurants, and many other places represent prospective Public Address Equipment users.

Since some installations require only a microphone, an amplifier, a record player, and some loudspeakers, the dealer can carry out many contracts himself. When necessary, experienced sound advisers from Philips are available for consultation and advice—for these services the nearest Philips Office should be approached. Philips are one of the few companies that make everything themselves—microphones, loudspeakers, amplifiers—and this means that servicing and the supply of spare parts can be effected with minimum delay. Specify Philips sound equipment for the best results.
Sterling Mercantile Finance can boost your Philips TV rental business

- No initial outlay—Sterling bear the cost of every Philips TV you rent out.
- Your income increases every year.
- After three years both the sets and the rental agreements are exclusively your property.
- Reducing rental terms are highly competitive.

STERLING MERCANTILE TV RENTAL SCHEME

In association with Philips Electrical, Sterling Mercantile—the finance company—have evolved a special TV rental scheme. This scheme is fairly flexible, but the general principles are these: You buy a TV from us. Sterling then gives credit to cover the cost. You then rent out the TV at a reducing rental, and return approximately 70% of the first three years' income to Sterling. This ensures you have a generous margin for maintenance work, and also gives you a small income. At the end of the three years, however, both the TV and the rental agreement are exclusively your property. All further income—whether by rental or sale—is yours alone. For a comprehensive brochure giving full details of this scheme write direct to Sterling Mercantile Finance Co. Ltd., 1 Gerrard Place, London, W.1.
Good servicing and maintenance work is not only a valuable source of business in itself; it is also one of the surest ways of securing repeat orders and word-of-mouth recommendations. Philips Service Aids—available to you through Amalgamated Electric Services—can make a valuable contribution to this side of your business. Specially designed for use in retailers’ workshops, they ensure fast, efficient work. Fully illustrated brochure is available on request.
Point-of-sale material represents our last chance to prepare the customer for your personal sales message. In order to give you as much help as we possibly can we are constantly bringing out new showcards, dispensers, window streamers and display pieces. Each is as lively, colourful and eye-catching as we can possibly make it. Make sure you get the maximum benefit from this material by giving it as much prominence as you can. So often the point-of-sale message can make the vital difference between making a sale and losing it.

Below is a selection of recent point-of-sale aids prepared by Philips to help you sell.
Philips will continue to back you with heavy advertising support for every product appearing in this book—particularly with our highly successful Family Page campaign. As you know, these pages are appearing regularly in *The People, Sunday Express, Daily Express, Daily Mail, Daily Herald, Glasgow Sunday Post,* and *Belfast Telegraph.* During the period May, 1963, to April, 1964, the total number of Family Pages will rise to 108! These combined-product advertisements will be strengthened by regular insertions in the specialist Press. You can be sure that the advantages of the Philips products will be brought home to the buying public powerfully and consistently throughout the year.