

"Rolling along" GULF's theme song sets the tempo for Phil Baker's Sunday night program . . . while millions of listeners eagerly await the hilarities of Baker and Bottle . . . the heckling interludes by Beetle . . . the melodies of Phil's accordion . . . of Hal Kemp's orchestra and of Ed Smalle's Seven G's. Reproduced so realistically by Philco High-Fidelity that you feel you are in the studio audience. And now let's see what is on another favorite station . . . one twirl of the Philco Automatic Tuning Dial . . . *there it is!* Perhaps another program might better match your mood. Silently, perfectly, automatically . . . you tune favorite stations to select your next entertainment. Faster than dialing a telephone . . . because you dial just once. Easier, too, because Philco provides a knob to turn the dial and protect feminine fingernails. Foreign tuning has been simplified, too. Stations overseas are named and spread six times farther apart on the Philco Spread-Band Dial.



*Radio's Greatest Convenience*—PHILCO AUTOMATIC TUNING

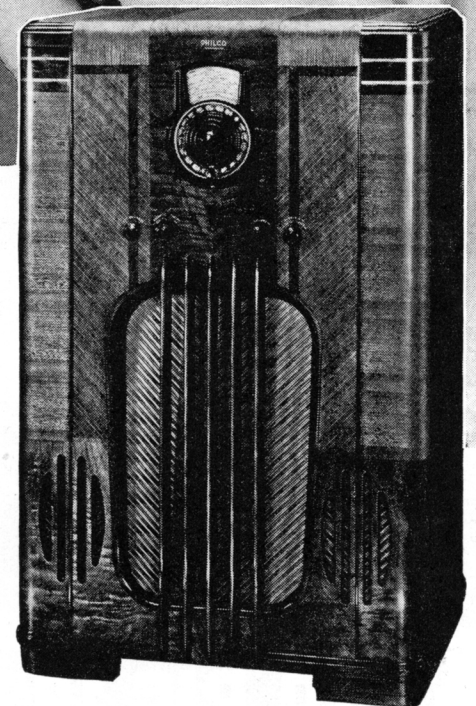
On the Philco 116X De Luxe . . . call letters of your favorite American stations are inserted where the mythical call letters appear above. One twirl tunes the station with unflinching precision and true High-Fidelity Tone. "Boom" is eliminated by Acoustic Clarifiers . . . and every note brought to ear level by the Philco Inclined Sounding Board. Five Spread-Band Tuning Ranges cover all that's interesting in the air . . . while the Philco Foreign Tuning System and High-Efficiency Aerial double the foreign stations you can get and enjoy! See the classified telephone directory for your Philco dealer. Buy, if you choose, on the Philco Commercial Credit Easy Payment Plan.

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PHILCO 116X DeLUXE\* . . . \$195 (Less Aerial)

\*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception.