

1937
PHILCO

116X DE LUXE
HIGH-FIDELITY

American and Foreign

Automatic Tuning! Tune in favorite stations by one twirl of a dial. Just like an automatic telephone . . . but a single motion is all that's needed to tune the station "dead center" and hold it there as long as you want to listen.

A Philco Balanced Superheterodyne with 15 Philco High-Efficiency Tubes. 27 Tuned Circuits together with the Aerial.

Philco High-Fidelity Reception . . . through the Philco High-Fidelity Audio System, the Philco Inclined Sounding Board, Acoustic Clarifiers, the Cathedral High-Fidelity Speaker, and Wide-Angle Sound Diffusion.

Philco Spread-Band Dial names and locates foreign stations. And these stations are *spread 6 times farther apart*.

Philco Foreign Tuning System (see other side) . . . Twin Tone Controls . . .
Glowing Beam Tuning Indicator . . . Automatic Volume Control
. . . Noise-Excluding Signal Amplifier.

5 Spread-Band Tuning Ranges cover Standard American Broadcasts
. . . Day and Night Foreign and American Short-wave Broadcasts
. . . State and Municipal Police . . . Aviation . . . Ship and
Amateur.

A Musical Instrument of Quality



**TUNE FOREIGN STATIONS
BY NAME WITH THE 1937 PHILCO
FOREIGN TUNING SYSTEM!**

Right on the 1937 Philco Dial you see the names of Berlin . . . London . . . Paris . . . Japan . . . and a host of other foreign stations . . . each with a corresponding color line to show exactly where to tune for these stations. This Philco Dial is the visible symbol of the Philco Foreign Tuning System, the great new Philco development which, together with the Philco High-Efficiency Aerial, more than doubles the number of overseas stations you can get and enjoy!

Through the adoption of the Philco Foreign Tuning System, separation between foreign stations has been considerably increased on all 1937 Philcos. This heightened selectivity, as well as the increased sensitivity achieved through the Philco Foreign Tuning System and the Philco High-Efficiency Aerial, give you foreign reception with amazing volume, clarity and realism!

. . . and only Philco has it!

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