

1937
PHILCO
690

SUPER HIGH-FIDELITY

American and Foreign

Automatic Tuning! Tune in favorite stations by one twirl of the dial. Just like an automatic telephone . . . but a single motion is all that's needed to tune the station with electrical precision and hold it there as long as you want to listen. A Philco Balanced Superheterodyne with 20 Philco High-Efficiency Tubes. 27 Tuned Circuits together with the Aerial.

Super High-Fidelity Audio System gives the widest tonal range, the most lifelike reproduction ever achieved in radio. 3 Speakers! Cathedral High-Fidelity Speaker with 2 additional High-Frequency Speakers. Four Acoustic Clarifiers automatically prevent barrel-like boom and interfering echoes. Wide Angle Sound Diffusion.

Music Interpretation Controls enable the listener to interpret any musical selection to suit his own individual taste.

Philco Foreign Tuning System (see other side) . . . Twin Automatic Volume Control . . . Noise-Excluding Signal Amplifier . . . Glowing Beam Tuning Range Indicator. Philco Spread-Band Dial names and locates foreign stations.

And these stations are *spread 6 times farther apart.*

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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