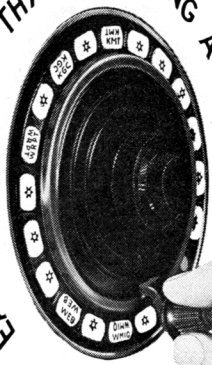


EASIER TO TUNE THAN DIALING A TELEPHONE



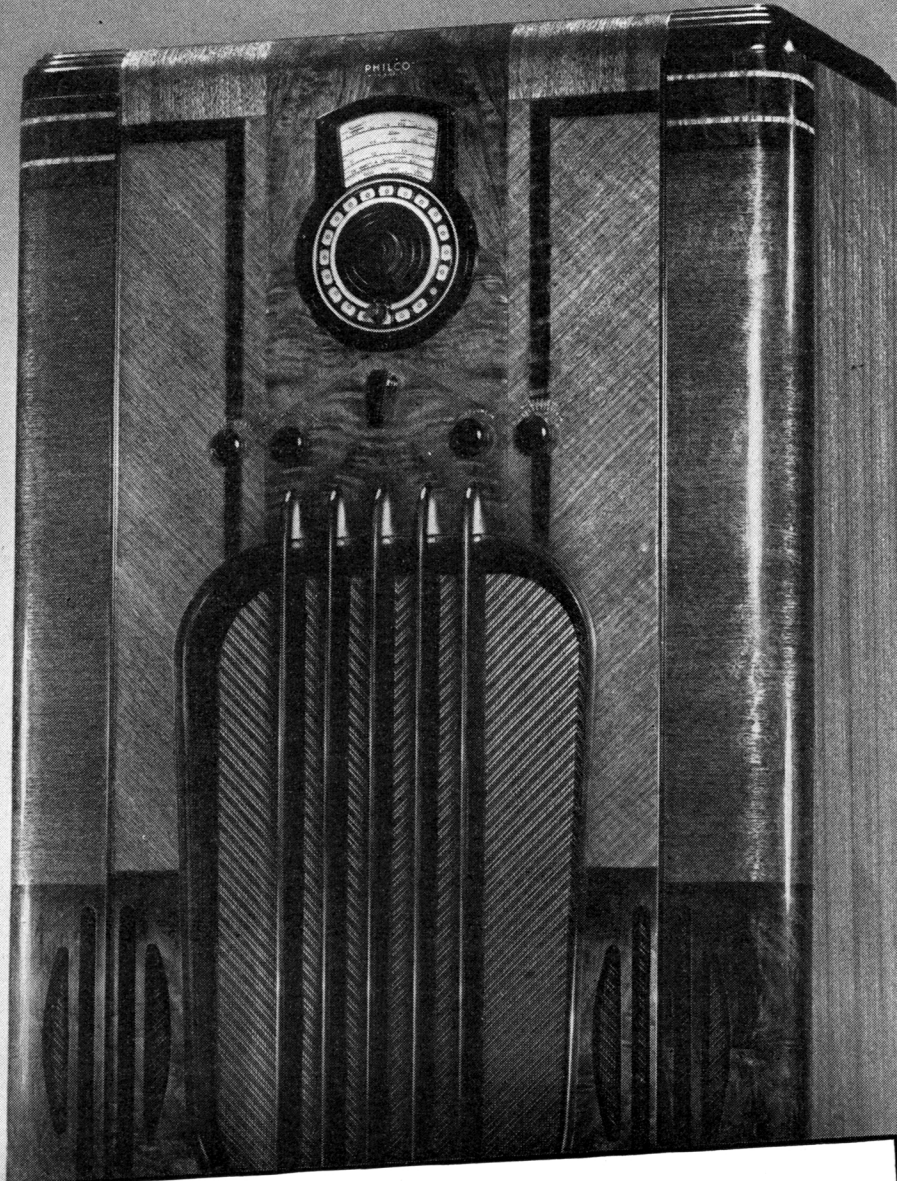
RIGHT on the front of every Automatic Tuning Philco, you see a dial very much like that on an automatic telephone. Spaced around it are the call letters of all your favorite stations.

But with Philco Automatic Tuning you dial only *once*! One glance shows the call letters of the station you want. A flick of your fingers . . . and *CLICK* . . . there it is! Tuned *instantly, silently, perfectly!*

One motion is all you need make. Back of the dial the invisible fingers of Philco Magnetic Tuning complete the job with infallible precision. The program comes in more perfectly tuned than eye or ear could do it . . . and stays perfectly tuned as long as you choose to listen!

You will use Philco Automatic Tuning practically all the time. But when you want American stations that you listen to less frequently . . . you simply tune the regular way. Foreign stations are tuned by name. Once you have the station . . . either at home or abroad . . . you simply turn on Philco Magnetic Tuning for the greatest possible accuracy, the finest possible tone!

PHILCO AUTOMATIC TUNING



\$10 DOWN brings you *any*
Automatic Tuning **PHILCO**

Yes, you read it right! For only \$10 down you can now have *any* Automatic Tuning Philco installed and playing in your home!

Even the famous 116X DeLuxe (illustrated above) can be yours for a \$10 down payment. Immediately you can start enjoying the convenience of Philco Automatic Tuning combined with Philco High-Fidelity and the Philco Foreign Tuning System. Favorite American stations are tuned *automatically!*

Philco 116X DeLuxe brings you the thrilling realism of Philco High-Fidelity reception with all the tones and overtones that make voices and instruments so thrillingly

true to life. Acoustic Clarifiers eliminate "boom" from the low notes, while every note is brought up to ear level by the Philco Inclined Sounding Board. Five Spread-Band Tuning Ranges cover all that's interesting in the air . . . with all important overseas stations named, located, spread six times farther apart on the Spread-Band Dial!

See your classified telephone directory for your Philco dealer, who makes this easy payment offer by special arrangement with the Commercial Credit Company.

PHILCO AUTOMATIC TUNING MODELS . . . \$100 and up
PHILCO TABLE MODELS . . . \$20 and up
PHILCO CONSOLE MODELS . . . \$39.95 and up
PHILCO AUTO RADIOS . . . \$39.95 and up *All prices less Aerial*