

Regardless of make or year, there's a Philco Auto Radio for your car. It tucks snugly away with the convenient control unit mounted in or on the instrument panel. 4 new models—all Superheterodynes with multi-tunehon Philco High-Efficiency Tubes. Exclusively approved by 30 great motor-car manufacturers. Easily installed in your present car . . . as easily transferred to a new car.

**New Philco Auto Radios**

\*\*\*

The Philco Foreign Tuning System increases separation between foreign stations from 50% on the De Luxe models. This heightened selectivity and the increased sensitivity achieved through the Philco Foreign Tuning System, give you foreign reception with amazing volume, clarity and realism. The expertly engineered Foreign Tuning System is connected by a completely protected lead-in to the new Philco High-Efficiency Aerial . . . scientifically designed to pick up the faintest signals . . . and pass them on to the other sensitive radio circuits with the minimum of loss.

**WIDER SEPARATION BETWEEN STATIONS**

Foreign stations are named and located on the new Philco Color Dial . . . visible symbol of the built-in automatic, Philco Foreign Tuning System. Back of the dial the Philco Aerial Selector automatically balances built-in transformers to maintain maximum sensitivity on the wave-band being tuned. As you shift from one tuning range to another . . . this Aerial Selector tunes the aerial to the frequencies you want to hear!

**The 1937 PHILCO Foreign Tuning System more than doubles Foreign Reception!**

THAT'S PHILCO AUTOMATIC TUNING . . . the outstanding advance in 1937 radio. Call letters of your favorite American stations appear right on the Automatic Tuning Dial . . . where the mythical call letters are pictured above. Tuning becomes a mere flick of your fingers! Swing the call letters of the station you want to the bottom of the dial. Click! There's your station . . . tuned instantly . . . silently . . . perfectly! And back of the dial . . . Philco Magnetic Tuning swings into action . . . puts you on the exact frequency and keeps the station perfectly tuned as long as you want to listen.



**PHILCO AUTOMATIC TUNING**

Available on the Philco-Commercial Credit Time Payment Plan

\$20 to \$600



**PHILCO for 1937**

**PHILCO HIGH-FIDELITY RADIOS**

*with Automatic Tuning*

Philco High-Fidelity means thrilling realism! In these new High-Fidelity receivers, Philco has combined every scientific advance in radio and acoustics into a complete system which gives you a fidelity of tone unapproached in radio . . . plus exciting broadcasts from foreign stations.

The Philco High-Fidelity Audio System, with its vastly extended musical range, gives you the most faithful, lifelike reproduction of speech and music. All voices, all musical instruments reach you with the overtones that identify and distinguish them. Its power output covers the full range from the faintest whisper to the thunderous finale of the greatest symphony orchestra.

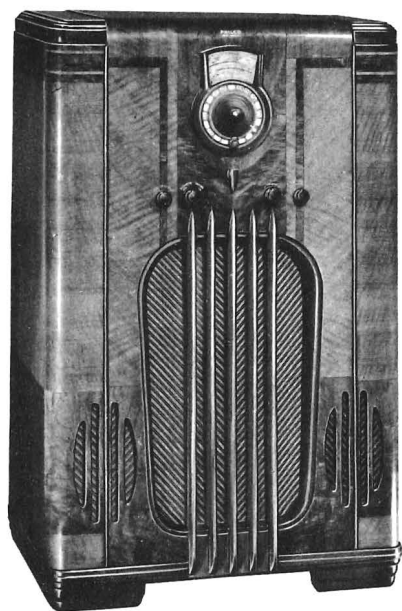
Acoustic Clarifiers automatically eliminate unpleasant barrel-like boom. Specially designed High-Fidelity Speakers reproduce high treble and low bass notes without distortion even at auditorium volume.

The famous Philco Inclined Sounding Board preserves and projects up to ear-level all this extended musical range and clarity of tone . . . while Wide Angle Sound Diffusers spread the most delicate overtones throughout the room.

On the 116X De Luxe, the 690X De Luxe, the 675X De Luxe, the 11X, 10X and 9X, Philco provides Automatic Tuning of favorite American stations. Back of the dial Philco Magnetic Tuning . . . the development which makes Automatic Tuning practical . . . puts you on the exact frequency of the station and holds the receiver there!

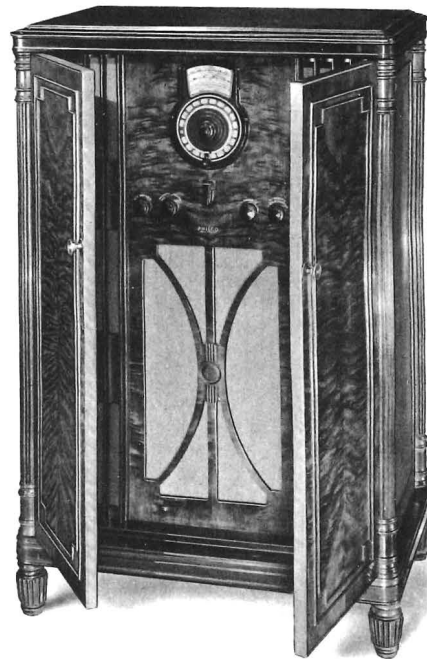
**TUNING RANGE COVERAGE PHILCOS 116X AND 690X**

Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Day and Night Aviation . . . Ship and Complete First-Class and Second-Class Amateur Bands.

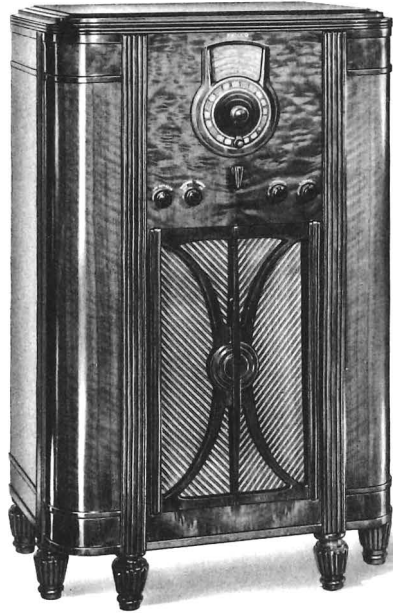


**PHILCO 116X DE LUXE**—High-Fidelity . . . American and Foreign . . . Automatic Tuning of favorite stations . . . Magnetic Tuning on all stations . . . Philco Spread-Band Dial with 5 Tuning Ranges spreads short-wave stations 6 times farther apart . . . High-Fidelity Audio System . . . Twin Tone Controls . . . Treble-Selectivity Control . . . Bass Control . . . Inclined Sounding Board . . . Acoustic Clarifiers . . . 15 Philco High-Efficiency Tubes . . . Glowing Beam Tuning Range Indicator . . . Cathedral High-Fidelity Speaker . . . 27 Tuned Circuits with the Philco High-Efficiency Aerial . . . Philco Foreign Tuning System.

In the same cabinet: **Philco Spread-Band 116X**—High-Fidelity . . . Similar to above with the exception of Automatic Tuning. Foreign short-wave stations spread 5 times farther apart.

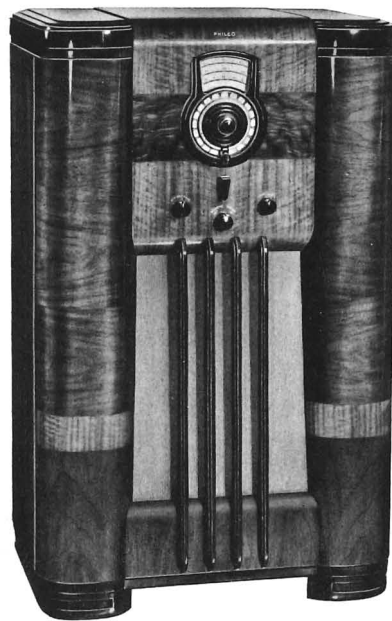


**PHILCO Super High-Fidelity 690X**—American and Foreign . . . Three Speakers . . . Cathedral High-Fidelity Speaker with two specially designed High-Frequency Speakers . . . Automatic Tuning of favorite stations . . . Magnetic tuning on all stations . . . Philco Spread-Band Dial with 5 Tuning Ranges spreads short-wave stations 6 times farther apart . . . Super High-Fidelity Audio System . . . Music Interpretation Controls . . . Treble-Selectivity Control . . . Continuously Variable Bass Control . . . Acoustic Clarifiers . . . 20 Philco High-Efficiency Tubes . . . Glowing Beam Tuning Range Indicator . . . 29 Tuned Circuits with the Philco High-Efficiency Aerial . . . Philco Foreign Tuning System.



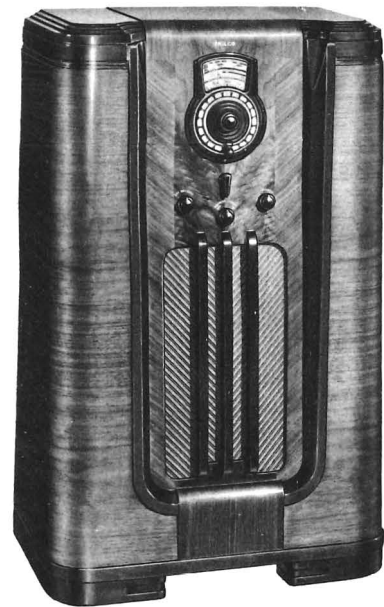
**PHILCO SPREAD-BAND 675X DE LUXE  
WITH AUTOMATIC TUNING**

American and Foreign . . . Automatic Tuning of favorite stations . . . Magnetic Tuning on all 5 Tuning Ranges . . . Glowing Beam Tuning Range Indicator . . . Super Class A Audio System . . . 12 Philco High-Efficiency Tubes . . . Spread-Band Dial with foreign stations spread 6 times farther apart . . . 26 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System. In the same cabinet: **Philco 675 Standard** (without Automatic Tuning).



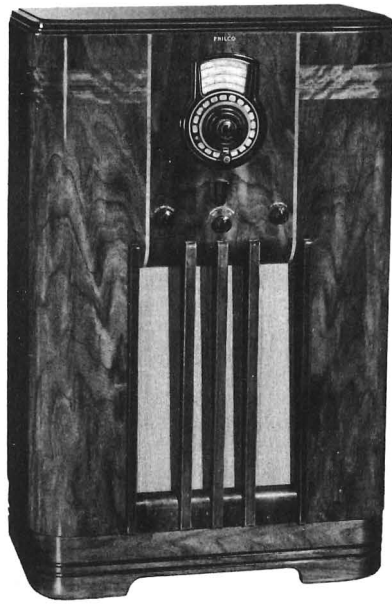
**PHILCO 11X  
WITH AUTOMATIC TUNING**

American and Foreign . . . Automatic Tuning of favorite stations . . . Magnetic Tuning on Standard Broadcasts . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Push-Pull Audio System . . . 10 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign stations . . . 18 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System.



**PHILCO 10X  
WITH AUTOMATIC TUNING**

American and Foreign . . . Automatic Tuning of favorite stations . . . Magnetic Tuning on Standard Broadcasts . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Push-Pull Audio System . . . 9 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign stations . . . 18 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System.



**PHILCO 9X  
WITH AUTOMATIC TUNING**

American and Foreign . . . Automatic Tuning of favorite stations . . . Magnetic Tuning on Standard Broadcasts . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Push-Pull Audio System . . . 9 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign stations . . . 18 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System.

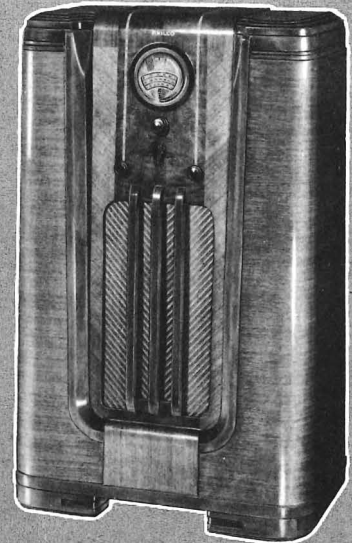
**ALL** the Philco Models illustrated on this page feature the famous

**PHILCO INCLINED  
SOUNDING BOARD**

. . . the greatest single advance in scientific sound reproduction. Through its marvels you enjoy a truly lifelike reproduction of speech and music.

- A. The slope directs the high notes (treble) up to your ears, preserving the sparkle and brilliance of the original.
- B. The large sounding board area faithfully reproduces the low notes (bass), thus preserving the depth and sonority of the original.

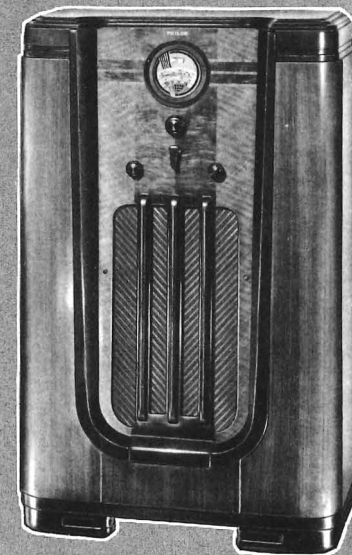
**RESULT:** Clear, lifelike reception, as if the artists were present "in person."



**PHILCO SPREAD-BAND 650X**

American and Foreign . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Push-Pull Audio System . . . 8 Philco High-Efficiency Tubes . . . Spread-Band Dial with foreign stations spread 3 times farther apart . . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Shadow Tuning . . . Philco Foreign Tuning System. In similar cabinet: **Philco 2650X** (with long-wave tuning range); **Philco 665X** for Ultra-Short-Wave Broadcasts; **Philco 643X** for Battery Operation.

**PHILCO SPREAD - BAND 650PX RADIO - PHONOGRAPH** — Electric pick-up and motor scientifically combined with the 650X chassis in a cabinet of striking beauty.



**PHILCO 630X**

American and Foreign . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Pentode Audio System . . . 6 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign stations . . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Shadow Tuning . . . Philco Foreign Tuning System. In same cabinet: . . . American and Foreign . . . **Philco 641X** for 115-volt AC-DC operation.

**TUNING RANGE COVERAGE**

**PHILCOS 11X, 10X, 9X, 650X, 630X**  
Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . State and Municipal Police\* . . . Day\* and Night Aviation . . . Ship . . . First-Class Amateur Day and Night.

**PHILCO 675X** covers the Second-Class Amateur Band in addition to above. **Philco 665** covers Ultra-Short-Wave from 25 to 42 megacycles. **Philco 2650X** covers long-wave foreign stations and U. S. Weather Reports.

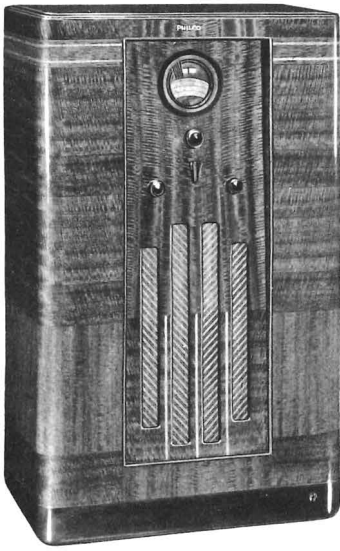
\*Spread-Band Dial instead of Municipal Police and Day Aviation on 650X and 650PX.

**TONE CONTROL**

**PHILCO 675X**—Twin Tone Controls  
A. Continuously Variable Treble Control  
B. Three Point Variable Bass Compensation Control

**PHILCOS 11X-665X-650X**  
A. Brilliant—for speech  
B. Bright—for normal reception of music  
C. Mellow—first noise-reducing stage  
D. Deep—noise-reducing for distant reception

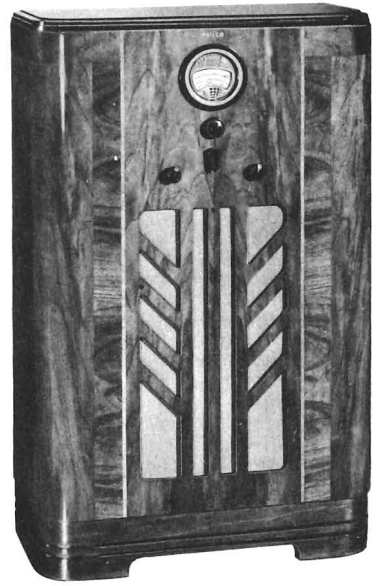
**PHILCOS 10X-9X-630X**  
A. Brilliant—for speech  
B. Mellow—for music  
C. Deep—noise-reducing for distant reception



**PHILCO  
630MX**

American and Foreign. An Inclined Sounding Board Philco in a cabinet of striking Modern design. This model has the same chassis as the **630X** including: 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . Pentode Audio System . . 6 Philco High-Efficiency Tubes . . Philco Color

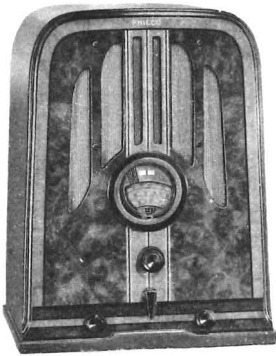
Dial with 50% greater separation on foreign stations . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . Shadow Tuning . . Philco Foreign Tuning System. In the same cabinet is **641MX** . . American and Foreign . . for 115-volt AC-DC operation.



**PHILCO  
620K**

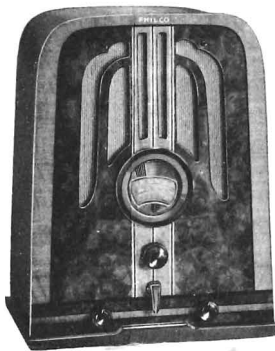
American and Foreign . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . Pentode Audio System . . Noise-Excluding Signal Amplifier . . 6 Philco High-Efficiency Tubes . . Philco Color Dial with 50% greater separation on foreign short-wave stations . . 17 Tuned Circuits

with the *Philco High-Efficiency Aerial* . . Philco Foreign Tuning System. In the same cabinet are these American and Foreign Philcos: **611K** for 115-volt AC-DC operation. **2620J** (with long-wave tuning range).



**PHILCO 641B**

American and Foreign for 115-volt AC-DC operation . . Shadow Tuning . . Noise-Excluding Signal Amplifier . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . Push-Pull Audio System . . 7 Philco High-Efficiency Tubes . . Philco Color Dial with 50% greater separation on foreign stations . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . Philco Foreign Tuning System.



**PHILCO 620B**

American and Foreign . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . Noise-Excluding Signal Amplifier . . Pentode Audio System . . 6 Philco High-Efficiency Tubes . . Philco Color Dial with 50% greater separation on foreign stations . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . Philco Foreign Tuning System.

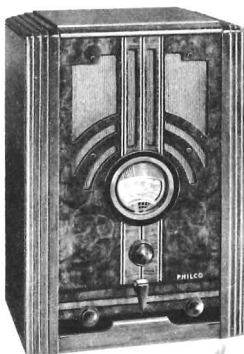
In the same cabinet are these American and Foreign Philcos: **2620B** (with long-wave tuning range); **623B** for Battery Operation; **624B** for 6-volt Battery Operation (No "B" or "C" Batteries required).



**PHILCO SPREAD-BAND 650B**

American and Foreign . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . Push-Pull Audio System . . 8 Philco High-Efficiency Tubes . . Spread-Band Dial with foreign stations spread 3 times farther apart . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . Shadow Tuning . . Philco Foreign Tuning System.

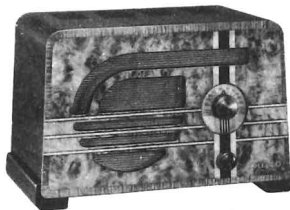
In the same cabinet are these American and Foreign Philcos: **665B** (9-tube chassis with 4 Tuning Ranges, including ultra-short-wave broadcasts); **2650B** (with long-wave tuning range); **Spread-Band 643B** for Battery Operation.



**PHILCO 610B**

American and Foreign . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . Pentode Audio System . . 5 Philco High-Efficiency Tubes . . Philco Color Dial with 50% greater separation on foreign stations . . 14 Tuned Circuits with the *Philco High-Efficiency Aerial* . . Philco Foreign Tuning System.

In the same cabinet is **Philco 611B** . . American and Foreign for 115-volt AC-DC operation.



**PHILCO 602C**

American Receiver . . 115-volt AC-DC . . Illuminated Dial . . Pentode Audio System . . 5 Philco High-Efficiency Tubes . . Cabinet finished on all sides with speaker grilles at front and back.

In the same cabinet is **Philco 600C** for 115-volt AC operation.



**PHILCO 604C**

American and Foreign . . 115-volt AC-DC . . 2 Tuning Ranges . . Glowing Beam Station Finder . . 45° Full Vision Tuning with dial and all controls mounted on top of set . . Pentode Audio System . . 5 Philco High-Efficiency Tubes . . 12 Tuned Circuits with the *Philco High-Efficiency Aerial* . . Philco Foreign Tuning System.

**Philco Replacement Tubes  
Improve the Performance  
of Any Radio**



THERE'S A  
**PHILCO**  
FOR EVERY PURSE  
AND PURPOSE  
**\$20 to \$600**

AVAILABLE ON TIME  
PAYMENTS

Every Philco is designed, engineered and built to the same high standards of quality. Whether visible or invisible every part must conform to standards of quality which know no compromise. It is this insistence on perfection, plus the exact matching and balancing of each feature with all others that distinguishes Philco from ordinary radios and makes it truly "A Musical Instrument of Quality."

An excellent example of this scientific balancing of each unit with all others is the Philco Balanced Superheterodyne Circuit . . . used in all Philcos . . . and raised to new heights of performance by Philco engineers.

Other features included in all models are complete metal shielding of circuits and tubes, patented live rubber condenser mounting, a built-in filter to prevent radiated interference, and perfect alignment of all circuits through assembly on rust-proofed steel.

By scientifically combining correctly chosen types of Philco Self-Centering Octal Base High-Efficiency Tubes, Philco achieves power and selectivity impossible with even a greater number of less efficient tubes. Another important feature on many models is Shadow Tuning,

Philco's time-tested visual tuning meter which shows exactly when each station is tuned-in perfectly.

All American and Foreign Philcos are equipped with the Philco Foreign Tuning System, more fully described on another page, and the Philco Color Dial with foreign stations named and located. Two-speed Vernier Tuning provides a Fast Speed Drive for swift turning . . . a Slow Speed for fine tuning of short-wave stations.

Philco Electro-Dynamic Speakers, with the exclusive Philco Moving Coil, give faithful response from bass to treble. Fading of distant stations and blasting of local stations are counteracted by Full Automatic Volume Control . . . a feature of all 1937 Philcos with five or more tubes.

**TUNING RANGE COVERAGE OF PHILCOS SHOWN ON THIS PAGE.**

**PHILCO 665**

Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Day and Night Aviation . . . Ship and First-Class Amateur (Day and Night) . . . and Ultra-Short-Wave from 28 to 42 megacycles.

**PHILCOS 630-620-611-610**

Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Day and Night Aviation . . . Ship and First-Class Amateur (Day and Night).

**PHILCOS 650-604-61**

Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . State Police . . . Day Aviation . . . Ship and First-Class Amateur (Day).

**PHILCOS 2650-2620**

Have similar coverage to 650 and 620 except that a Long-Wave Tuning Range covering U. S. Weather Reports and foreign long-wave broadcasts is provided.

**PHILCO 60**

Standard American Broadcasts . . . State and Municipal Police . . . Night Aviation . . . Night First-Class Amateur . . . some American and Night Foreign Short-Wave Broadcasts.

**PHILCO 89**

Standard American Broadcasts . . . State and Municipal Police . . . Second-Class Amateur and Night Aviation.

**PHILCO 62**

Standard American Broadcasts . . . State and Municipal Police . . . Second-Class Amateur.

**PHILCOS 602-600-93-84**

Standard American Broadcasts . . . State Police.

**TONE CONTROL AS APPLIED TO PHILCOS SHOWN ON THIS PAGE**

**PHILCOS 665-650**

- A. Brilliant—for speech
- B. Bright—for normal reception of music
- C. Mellow—first noise-reducing stage
- D. Deep—noise-reducing for distant reception

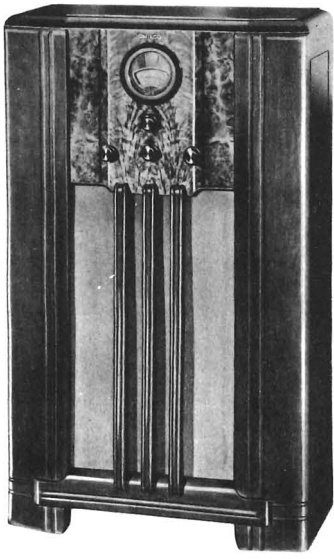
**PHILCOS 630-620-611-610**

- A. Brilliant—for speech. B. Mellow—for music
- C. Deep—noise-reducing for distant reception

**PHILCOS 89-61-60**

- A. Speech B. Music

And remember . . . by automatically tuning the Philco High-Efficiency Aerial . . . the built-in Philco Foreign Tuning System more than doubles the foreign stations you can get and enjoy!

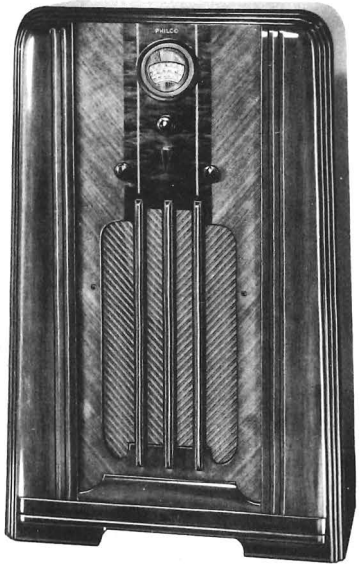


**PHILCO 61F**

American and Foreign . . . 2 Tuning Ranges . . . Glowing Beam Station Finder . . . Pentode Audio System . . . 5 Philco High-Efficiency Tubes . . . Philco Color Dial . . . 12 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System. In the same cabinet are **Philco 89F** (6-

**PHILCO 620J**

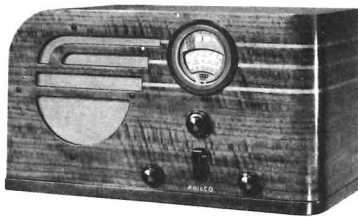
American and Foreign . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Pentode Audio System . . . Noise-Excluding Signal Amplifier . . . 6 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign short-wave stations . . . 17 Tuned Circuits



tube American receiver); **60F** (5-tube American receiver with some American and Night Foreign short-wave stations); **38F** (6-tube Battery Operated. Coverage same as **60F**). **611F** (American and Foreign . . . AC-DC); **33F** (5-tube American receiver for Battery Operation); **34F** (5-tube American receiver for 6-volt Battery Operation. No "B" or "C" Batteries required).

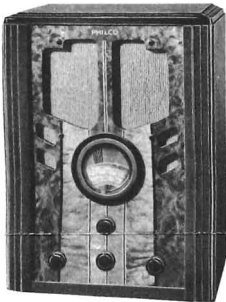
with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System. In the same cabinet are and Foreign Philcos: **610J** (same chassis as **610T**); **623J** for Battery Operation; **624J** for 6-volt Battery Operation. In similar cabinet: **Philco 38J** (6-tube American receiver with some American and Night Foreign short-wave stations).

**PHILCO 610PF RADIO-PHONOGRAPH**—Combines the **610J** chassis with an electrically operated phonograph.



**PHILCO 630T** \$62.50

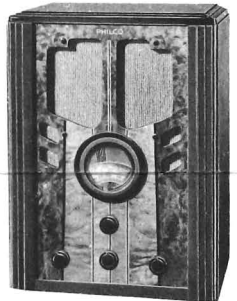
American and Foreign . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Pentode Audio System . . . 6 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign stations . . . 17 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Shadow Tuning . . . Philco Foreign Tuning System.



**PHILCO 61B** \$39.95

American and Foreign . . . 2 Tuning Ranges . . . Glowing Beam Station Finder . . . Pentode Audio System . . . 5 Philco High-Efficiency Tubes . . . Philco Color Dial . . . 12 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System.

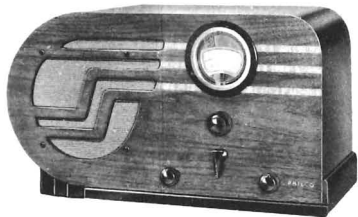
In the same cabinet are **Philco 60B** (5-tube American receiver with some American and Night Foreign short-wave stations); and **Philco 34B** (5-tube American receiver for 6-volt Battery Operation . . . No "B" or "C" Batteries required).



**PHILCO 89B** \$39.95

American Receiver . . . 2 Tuning Ranges . . . Glowing Beam Station Finder . . . Pentode Audio System . . . 6 Philco High-Efficiency Tubes . . . 9 Tuned Circuits . . . Wide Vision Dial.

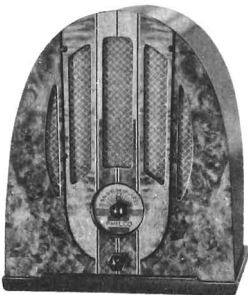
In the same cabinet is **Philco 38B** (6-tube American Receiver with some American and Night Foreign short-wave stations).



**PHILCO 610T** \$47.50

American and Foreign . . . 3 Tuning Ranges with Glowing Beam Tuning Range Indicator . . . Pentode Audio System . . . 5 Philco High-Efficiency Tubes . . . Philco Color Dial with 50% greater separation on foreign stations . . . 14 Tuned Circuits with the *Philco High-Efficiency Aerial* . . . Philco Foreign Tuning System.

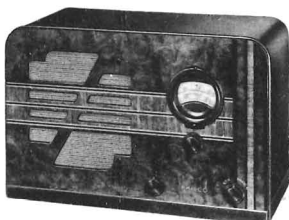
In the same cabinet is **Philco 611T** . . . American and Foreign for 115-volt AC-DC operation.



**PHILCO 84B** \$20.00

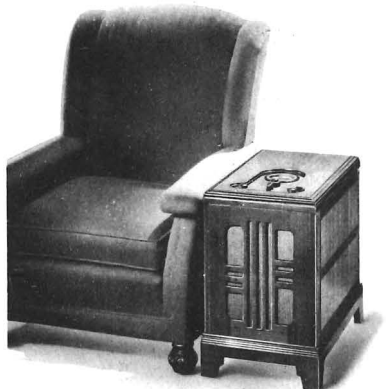
American Receiver . . . Pentode Audio System . . . Illuminated Dial . . . 4 Philco High-Efficiency Tubes.

In the same cabinet is **Philco 93B** (5-tube American Receiver) and **Philco 33B** (5-tube American Receiver for Battery Operation).



**PHILCO 62T** \$29.95

American Receiver . . . 2 Tuning Ranges . . . Illuminated Dial . . . Pentode Audio System . . . 5 Philco High-Efficiency Tubes.



**PHILCO 620CS**

A Chairside Model . . . ideal for the listener who desires the utmost convenience in radio reception. American and Foreign . . . 3 Tuning Ranges . . . with all the features listed under the **620K**.

38-12 \$22.50

38-