

Tune American Stations Automatically!

No longer need you think of numbers when tuning the American stations to which you listen most frequently. No longer need you "jiggle" a dial to tune these stations with the six Automatic Tuning Philcos shown in this folder. You tune favorite stations just as you dial an automatic telephone . . . but a single twirl of the dial brings the station you want tuned to perfection.

Tune Foreign Stations by Name!

Another . . . and an almost equally important convenience. Through the Philco Foreign Tuning System . . . overseas short-wave stations are *tuned by name*. London . . . Berlin . . . Rome . . . South American and other foreign stations are named, located in color, and spread from 50% to six times farther apart on the regular tuning dial.

And this expertly engineered Philco Foreign Tuning System working with the Philco High-Efficiency Aerial gives you foreign reception with amazing volume, clarity and realism!

There's a PHILCO for Every Purse and Purpose

Philco presents fifty-two new models covering a complete price range. There are Philcos that bring in colorful and exciting foreign programs in addition to Standard American broadcasts. There are Philcos for American reception; Philcos for battery operation; 115 volt A.C. D.C. models for homes and apartments with direct current or for travelers; and in addition, there are new Philco Auto Radios for any make car.

So complete is the 1937 line in chassis types, cabinet designs and price range, that everyone may have the exact radio he wants—in Philco. And true to Philco tradition, each gives you unexcelled tone and performance in its particular price class! These new radios possess a heritage of quality from more than 8,000,000 Philcos which have preceded them—a heritage unequalled in radio.

FOR SPRING 1937

PHILCO AUTOMATIC TUNING



Six New Models!

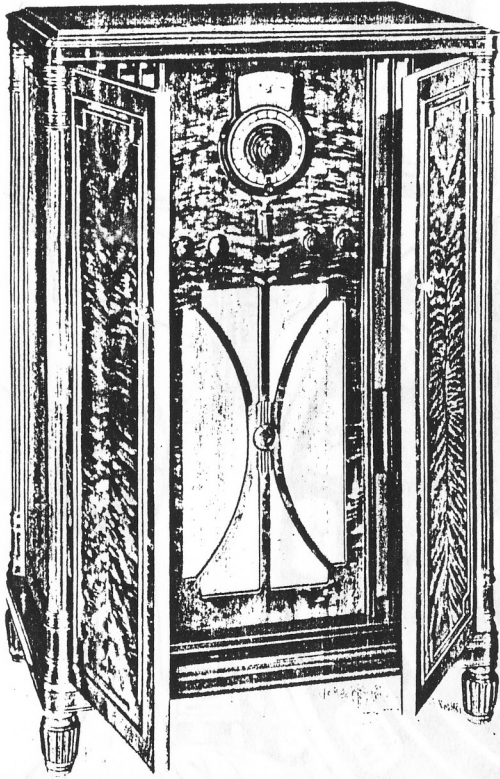
CLICK!...

there's your station!



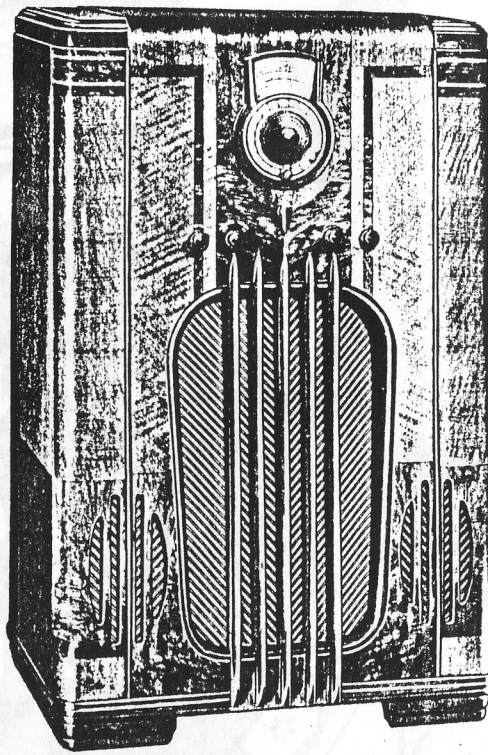
From the stately strains of a symphony to the torrid tempo of a hot swing band . . . from a radio editorialist's crisp comments to a comedian's quips . . . from a statesman's measured words to a thrilling detective drama . . . each with a flick of your finger! *That's Philco Automatic Tuning . . . the outstanding advance in 1937 radio.*

Call letters of your favorite American stations appear right on the Philco Automatic Tuning Dial (where the mythical call letters are shown in the illustration at the left). Swing the call letters of the station you want to the bottom of the dial. *CLICK! . . . there's your station tuned instantly . . . silently . . . perfectly!*



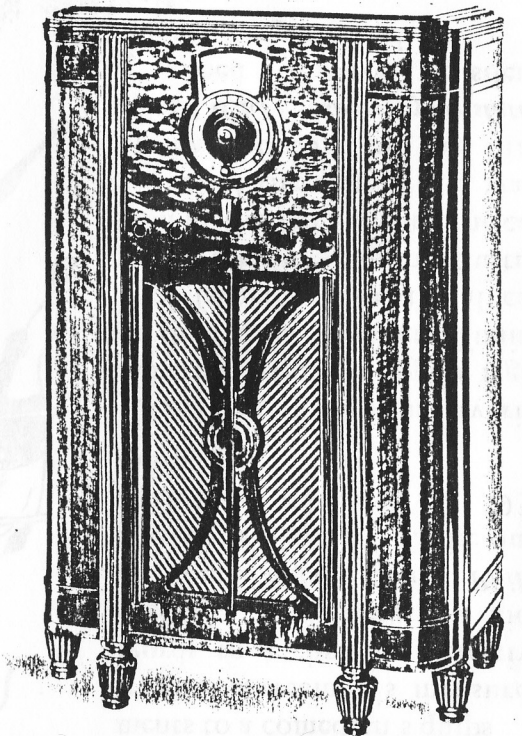
PHILCO Super High-Fidelity 690X

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 . . . 27 Tuned Circuits with the Philco High-Efficiency Aerial . . . Philco Foreign Tuning System.



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.



PHILCO Spread-Band 675X De Luxe

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.

THE PHILCO HIGH-FIDELITY AUDIO SYSTEM, USED ON THE 116X AND 690X assures the most faithful, lifelike reproduction ever attained. All voices, all musical instruments, reach you with the overtones that identify and distinguish them. The power output covers the full range from the slightest 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 . . . while Wide Angle Sound Diffusers spread the most delicate overtones throughout the room.

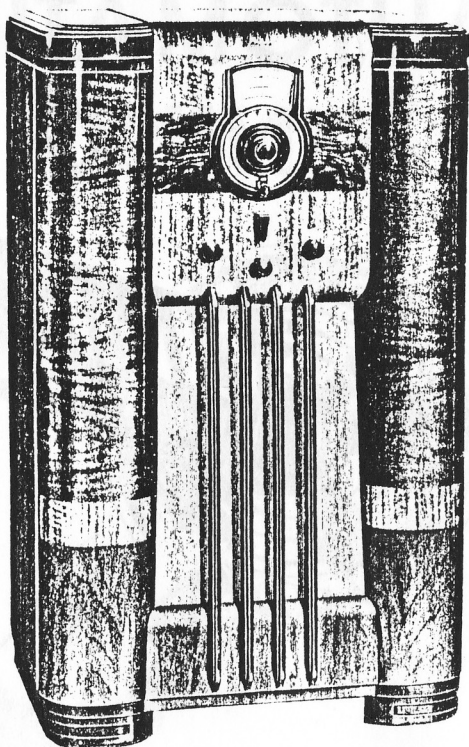
TUNING RANGE COVERAGE

PHILCOS 116X-690X-675X

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.

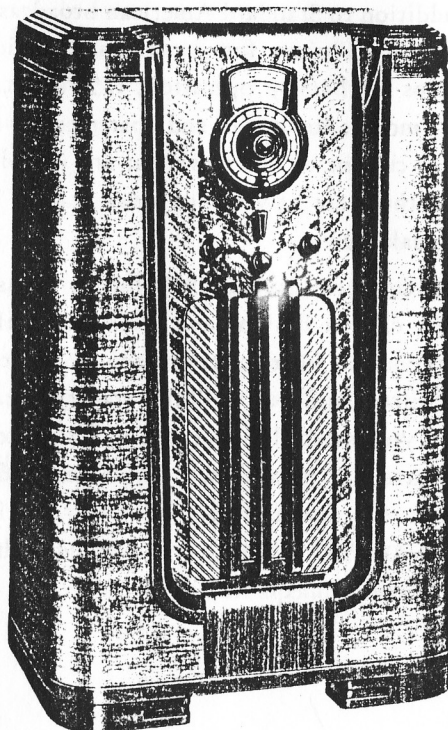
PHILCOS 11X-10X-9X

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).



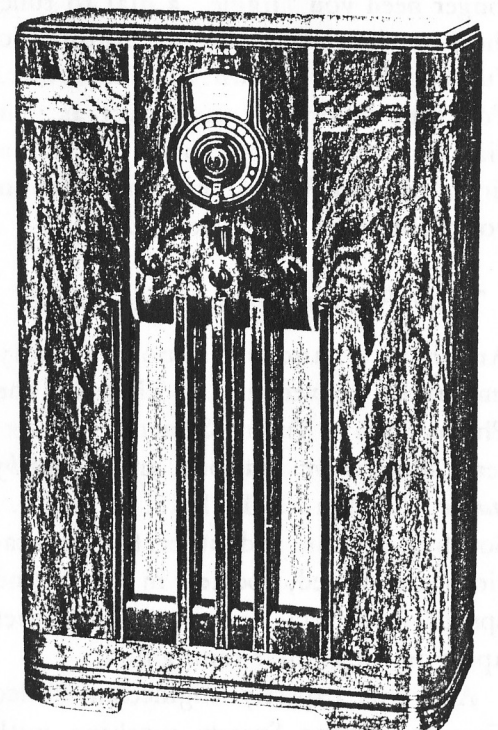
PHILCO 11X

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

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

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.