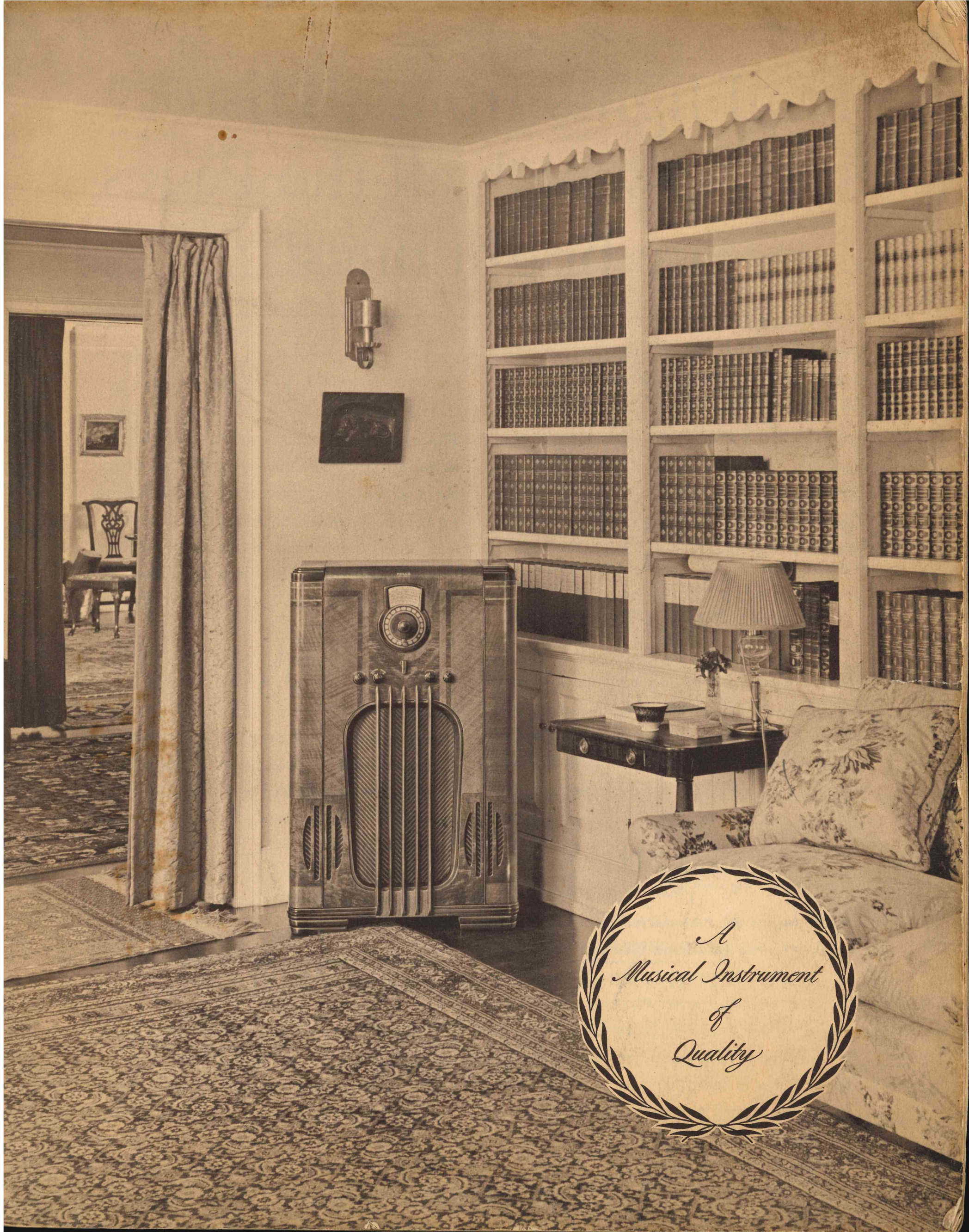




THE NEW
1937

PHILCO

A Musical Instrument of Quality



*A
Musical Instrument
of
Quality*

Highlights from a History ... in which all the Pages are bright ones!

1926

Philco introduces Socket Power . . . eliminates dry batteries from wired homes . . . makes possible the convenient and economical use of the large storage battery tubes. Over one million Philco Socket Powers sold!

1927

Philco Socket Power, in combination with storage battery tubes, continues its nation-wide sweep . . . becomes the country's standard of trouble-free radio equipment during the days when the AC tube is in its experimental stages.

1928

Philco begins the manufacture of AC sets . . . employing the Hazeltine Neutrodyne circuit . . . and built-in power supply. Other manufacturers built the power supply as a separate unit . . . for ready replacement in case of trouble. But Philco's experience with Socket Power helps in the construction of a trouble-free power supply . . . built into the receiver!

1929

Philco jumps from 26th to 2nd place in the radio industry! The year of the Model 95 . . . the first practical, successful application of Automatic Volume Control. Philco calibrates its dials in the obvious, logical way . . . with numbers indicating broadcast frequencies . . . a practice soon followed by the whole industry.

1930

Philco moves into first place . . . a position Philco continues to hold without a break ever since. Philco introduces the Model 20 . . . the first Philco Baby Grand. Philco introduces Tone Control . . . Tuning Condensers floated on soft rubber . . . tubes so rugged they can be shipped mounted in the receiver sockets!

1931

The first Philco-Transitone Automobile Radio . . . designed and built with infinite care . . . priced to get volume business. Philco saves dealers and public from trouble and expense

by delaying use of multi- μ tubes until correct design and uniformity in manufacturing is attained.

1932

Philco introduces 6.3 volt tubes of universal application while the rest of the industry creates an unnecessary line of small 2.5 volt tubes not applicable to automobile or AC-DC use. Today . . . the 6.3 volt tube is used by almost all radio manufacturers. Philco rejects Class B Audio for AC sets . . . while competition rushes to adopt it. Today . . . Philco's competitors no longer use Class B Audio for AC sets! Philco introduces Shadow Tuning. Philco pioneers the floor type cabinet . . . now the public's choice by a tremendous margin. Philco introduces the Inclined Sounding Board!

1933

Philco brings out the 16X . . . starts the short-wave, foreign reception boom. Philco produces a vibrator for automobile radio that meets all operating requirements and is completely trouble-free.

1934

Philco perfects the All-Wave Aerial . . . and greatly stimulates the interest in and success with short-wave foreign reception. Philco pioneers with High-Fidelity . . . makes High-Fidelity reception practical for general use through Philco research and engineering

achievements. Philco adds Wide-Angle Sound Diffusion to the Inclined Sounding Board and High-Fidelity Audio System to assure undistorted, completely uniform tone quality in all parts of a room.

1935

Philco designs and installs an Automatic Aerial Selector in every model for American and Foreign Reception. Interest in foreign reception reaches a new peak as this Philco built-in Aerial-Tuning System automatically tunes the aerial as well as the set. Listeners hear and enjoy twice as many foreign stations. A tremendous advance . . . *and only Philco has it!* Philco also introduces Acoustic Clarifiers on High-Fidelity models . . . the Precision Radio Dial . . . and stands firmly by the time-tested, trouble-free High-Efficiency glass tubes.

1936

What has been happening in the Philco Research and Engineering Laboratories? What new features have passed the rigid tests Philco requires before adoption?

The story begins on the next page
. . . a story as exciting and with as
great promise of profit to the dealer
as any page in Philco History!

The 1937 Philco *Foreign Tuning System*

Built-in . . . Automatic . . . shows exactly where to tune foreign stations . . . and in conjunction with the new *Philco High-Efficiency Aerial* . . . more than doubles the number of overseas stations you can get and enjoy

. . . and again "*Only Philco has it!*"

Look at a new 1937 Philco 116X and the first thing that catches your eye is the new Spread-Band Dial . . . rich with color . . . color that serves a vital purpose. Examine the dial more closely . . . especially the tuning ranges which include popular foreign short-wave stations.

Right on the dial you see the names of London . . . Paris . . . Berlin . . . Rome . . . Japan . . . each with a corresponding color line beneath to show exactly where to tune for these stations. Then . . . think a moment. Remember how crowded foreign stations have been on the usual scale covering the entire foreign range from 5.7 to 18 megacycles in one 180° tuning range.

Now look how the foreign stations have been spread apart! On the 1937 Philco 116X De Luxe . . . foreign short-wave stations are spread six times farther apart than on the old standard 5.7 to 18 megacycles scale. In most cases you need no longer wait for the voice of the announcer to tell you to what foreign city you are listening. The Philco Spread-Band Dial tells you instantly . . . and the Philco Foreign Tuning System eliminates interference from short-wave stations on adjacent channels.

While the Philco Dial is an attention-compelling feature, it should be borne in mind that *it is only the visible symbol* of the new Philco Foreign Tuning System . . . a completely automatic assembly . . . designed in the great Philco laboratories as an integral part of the 116X and every other American and Foreign Philco. The Aerial Selector which is one of the components of the Philco Foreign Tuning System automatically balances built-in transformers to maintain maximum sensitivity on the particular wave-band being tuned . . . so that as the listener changes from one tuning range to another, the aerial is tuned as well as the set.

This expertly engineered Foreign Tuning System is

connected through an interference-proof lead-in to the new Philco High-Efficiency Aerial. This aerial is scientifically designed to pick up the slightest signal from thousands of miles away . . . pass it on with the least possible loss through the Philco Foreign Tuning System . . . and to shut out noise while so doing. The combination . . . the Foreign Tuning System and the tuned noise reducing High-Efficiency Aerial more than doubles the number of foreign stations you can get and enjoy.

Through this new exclusive, built-in Foreign Tuning System . . . Europe . . . South America . . . Asia . . . become not occasional thrills to the listener but reliable, enjoyable sources of radio entertainment and education. And again . . . "*Only Philco has it!*"

*Every American and Foreign Philco has
the Philco Foreign Tuning System!*

Straight through the Philco line for American and Foreign reception goes this latest Philco achievement! It's not restricted to a few models on the high-price end. It's incorporated as an integral part of every American and Foreign Philco.

The colored Philco Dial . . . the outward symbol of the Philco Foreign Tuning System . . . the 'Glowing Beam Tuning Range Indicator . . . and 2-speed Vernier Tuning also run right through the Philco line of American and Foreign receivers.

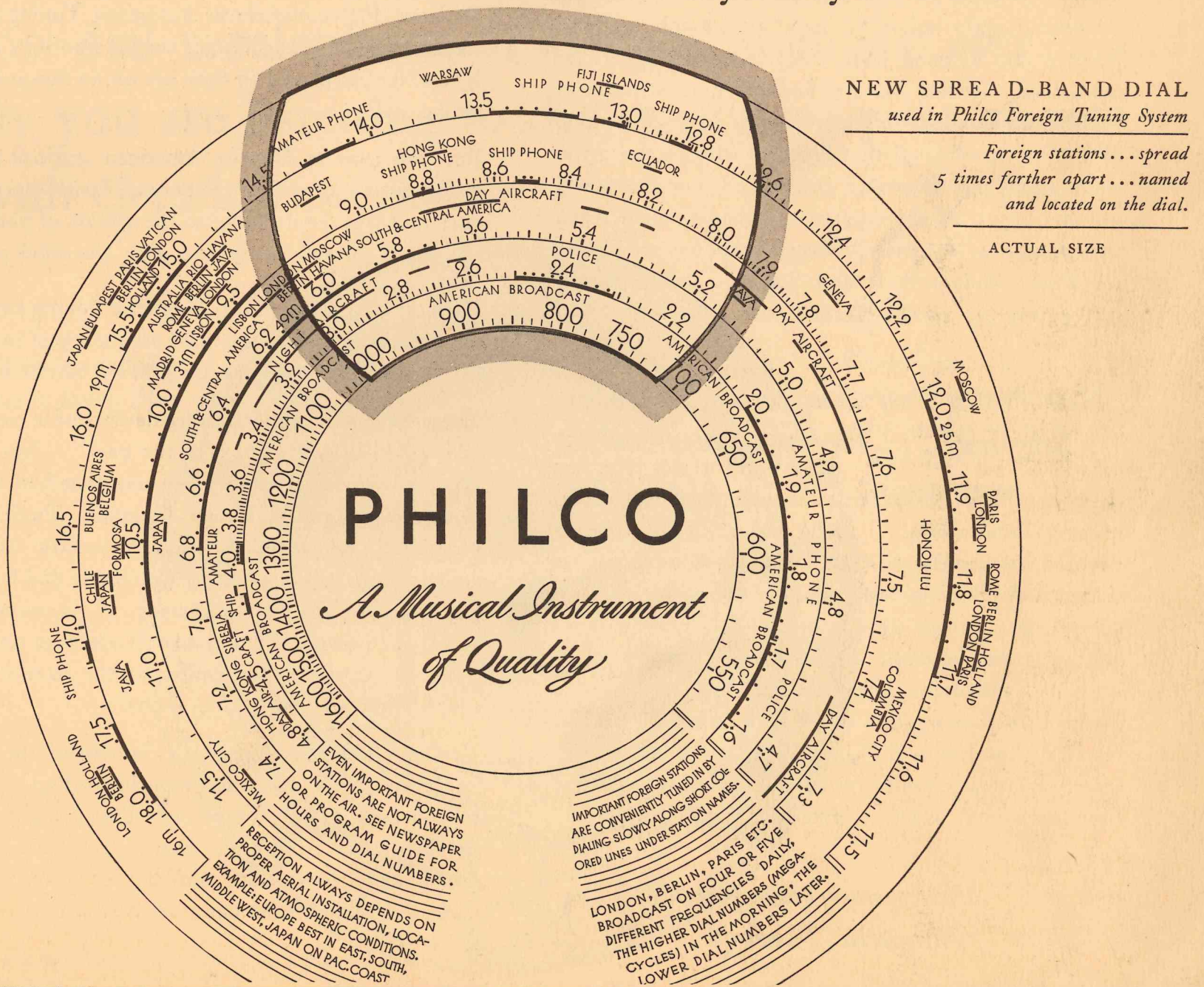
And remember . . . only Philco has this complete Foreign Tuning System, which takes the mystery out of short-wave tuning by showing exactly where to look for the important foreign stations people want to hear . . . working in conjunction with an aerial so sensitive it will pick up the faintest signal from overseas . . . a lead-in

(Continued on Page 6)

Introducing the new 1937 Philco Foreign Tuning System

BUILT-IN, AUTOMATIC AND
"Only Philco has it!"

Europe..South America..Asia..not as an occasional thrill, but as reliable, enjoyable sources of radio entertainment and education. The 1937 Philco *Foreign Tuning System* brings in many more foreign stations..and we have made it easy for you to find them.



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.

system so designed that it reduces to a minimum all interference from man-made static . . . and a built-in Aerial Selector which tunes the aerial as well as the set!

With the adoption of the Philco Foreign Tuning System, the separation between foreign stations has been greatly widened. Fifty per cent greater separation has been achieved on models between the 610 and 640 series. Then we come to the remarkable new Spread-Band Philcos where stations have been spread so far apart as to create an entirely new conception in foreign tuning . . . SPREAD-BAND. *Three* times greater separation on the 650, *four* times greater separation on the 660, *five* times greater separation on the 670, standard 675 and 116 models, and *six* times greater separation on the 675 De Luxe, 116 De Luxe and 690 De Luxe models.

It is this spreading of stations, as well as the increased selectivity and sensitivity achieved through the Philco Foreign Tuning System and High-Efficiency Aerial, that makes it possible for Philco to use the new colored dial showing exactly where to look for foreign stations. Naming and locating those stations on the dial is far more than a selling feature. It is a demonstration of Philco's unbounded confidence in the Foreign Tuning System . . . confidence that listeners with proper aerial installations and favorable atmospheric conditions will get and enjoy all the overseas programs which reach their localities. Naturally, European stations are best in the East, Middle West and South . . . while Asiatic stations are best on the Pacific Coast.

New Philco Unit Construction Sharpens Selectivity . . . Increases Sensitivity

After months of painstaking research the Philco Engineering Laboratories . . . the largest in the world devoted exclusively to radio . . . have completely redesigned all Philco models, simplifying the wiring, concentrating all allied circuits into clearly defined units and by proper selection of tubes, reducing the length of leads to a minimum. The short leads achieved by this Philco Unit Construction in the R. F. and I. F. circuits result in low loss and higher amplification . . . greater sensitivity, sharper selectivity and lessened interference from man-made static originating near the set.

Philco now gives you Magnetic Tuning!

The standard 675X and 116X models and the 690X now have Magnetic Tuning . . . a new Philco development which is one of those things heard rather than seen . . .

but which is a remarkable advance in tuning precision. Space forbids going into a technical description of the electrical circuits which make up Philco Magnetic Tuning. But everyone knows what a magnet is and how it pulls other objects toward it. Magnetic Tuning works in a similar way. As soon as you have tuned the set close to the frequency of any strong station . . . *either at home or abroad* . . . Magnetic Tuning goes into action, puts you on the exact wave-length of that station, and holds the set there as long as you want to listen!

No more off-frequency tuning! No more distorted tone because of inaccurate tuning! With Philco Magnetic Tuning there's only one possible way to tune any strong station . . . and that's right on the line!

Automatic Tuning on the De Luxe Models!

On the 675X De Luxe, the 116X De Luxe and the 690X De Luxe, Philco introduces Automatic Tuning of favorite American stations. Forget station numbers . . . tune by call letters placed as they are on an automatic telephone dial!

But you tune-in favorite American stations far more easily than you dial a telephone. Twirl the dial just once and you are listening to the station of your choice . . . tuned automatically and with electrical precision.

Back of the dial . . . Philco Magnetic Tuning swings into action . . . puts you on the exact frequency of the station . . . holds the receiver precisely on the carrier wave.

There have been other tuning devices of a mechanical or semi-automatic nature in the past . . . but none of them was ever satisfactory because none had the additional safeguard of Philco Magnetic Tuning. It is Magnetic Tuning which makes Automatic Tuning an assured success. For after the automatic dial has placed you as close to the frequency as is mechanically possible, Magnetic Tuning assures absolute tuning precision by automatically centering the receiver on the exact frequency and holding it there.

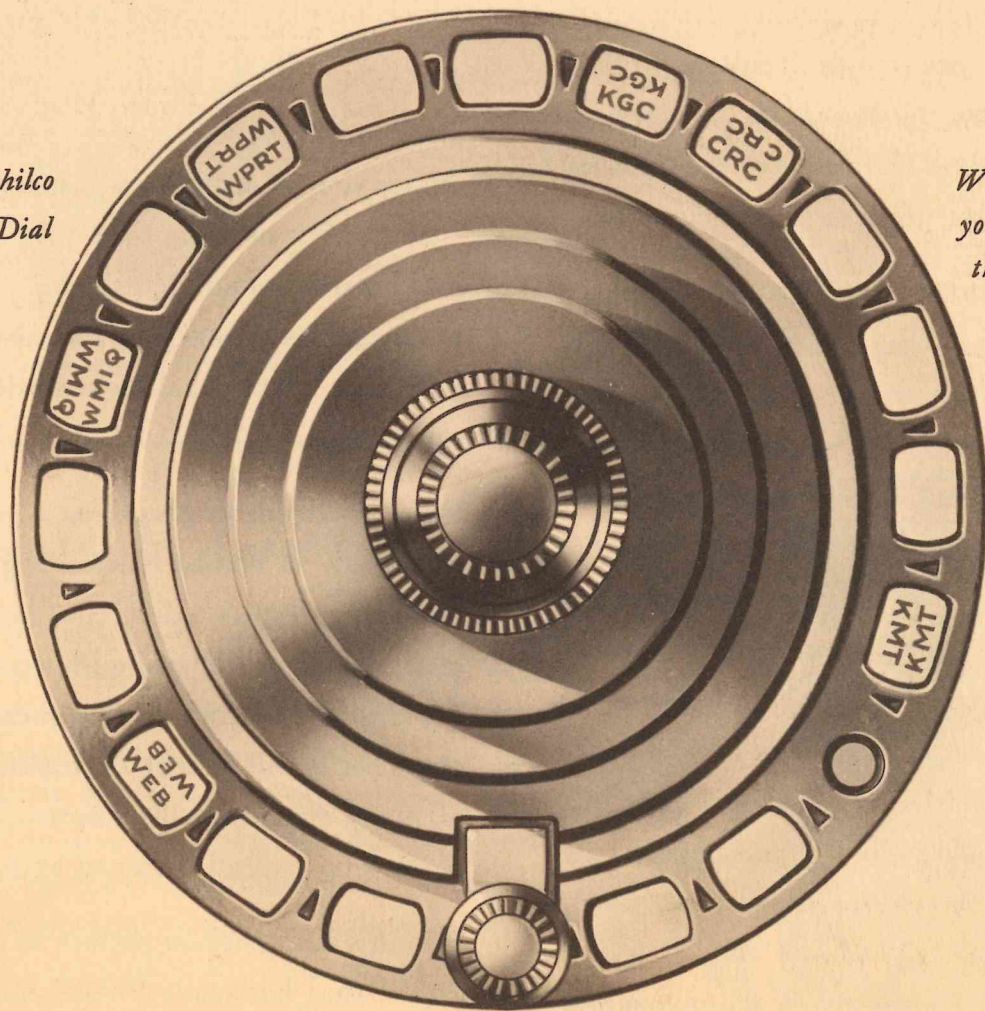
This instantaneous Automatic Tuning of the stations on the automatic dial is accomplished without any interstation noise during the process. Philco engineers have provided an "Automatic Silencer" to suppress any sounds from the stations you pass by when dialing the Automatic Tuner from one station to another.

Automatic Tuning . . . another great Philco accomplishment . . . another invaluable aid toward "selling up" . . . a feature that will probably have greater appeal to women than anything radio has offered in years!

Now... The new 1937 Philco introduces *Automatic Tuning*

Forget "numbers" as far as favorite American stations are concerned! On the new De Luxe 116-X... Philco gives you *Automatic Tuning*. Tune by station call letters placed as they are on an automatic telephone dial. But tune-in favorite stations *more easily* than you dial a telephone. Twirl the dial *just once*... and instantly you are listening to the station of your choice... tuned with electrical precision.

*Typical setting of Philco
Automatic Tuning Dial*



*Wherever you live,
your dealer will replace
these mythical call letters
with those of your
favorite stations*

... and again *"Only Philco has it!"*

Philco High-Fidelity

means thrilling realism!

"High-Fidelity" is an expression which has been too freely used during recent years. Radios have been labeled and advertised as high-fidelity receivers which have little right to such a description. The mere addition of a large-size speaker to a radio in no way justifies the claim that it is capable of High-Fidelity reproduction of broadcasting. Nor does a mere extension of tonal range make a radio a high-fidelity instrument.

Philco High-Fidelity reception does not result from the size of the speaker, the extension of the tonal range covered . . . nor any other single factor. Philco High-Fidelity is the result of combining every scientific advance in radio and acoustics into a complete system that includes a specially designed audio circuit, special Philco-engineered audio tubes, a speaker designed to reproduce the entire frequency range at full auditorium volume without distortion, the Philco Inclined Sound-ing Board, Wide Angle Sound Diffusers and the Acoustic Clarifiers which absorb the unnatural resonance ordinary radio cabinets impart.

But again . . . it's the result that counts most with you and your customers! And the result of all the research and engineering that produced Philco High-Fidelity reception is *thrilling realism!* Tune-in a ball game and you hear the crack of bat meeting ball with such unmistakable naturalness that you're right beside the umpire back of the plate! Tune-in one of the big racing events . . . and you hear the bugle calling the horses to the post, the roar of the crowd, the drumming of hoof-beats as the winner thunders past the judges' stand! Tune-in a symphony orchestra and every instrument registers its presence in the ensemble. You hear the overtones which distinguish the violin from the viola and 'cello . . . catch every delicate shading and phrasing in the pianissimo passages . . . thrill to the thunderous finale as if you were right in the concert hall!

But why try to define High-Fidelity? Philco itself will tell you more in five minutes than a hundred close-packed pages of words!

*And the greatest feature of all is
. . . "It's a Philco!"*

The Philco Foreign Tuning System, Automatic Tuning and High-Fidelity Reception are features you can talk about and the customer can understand.

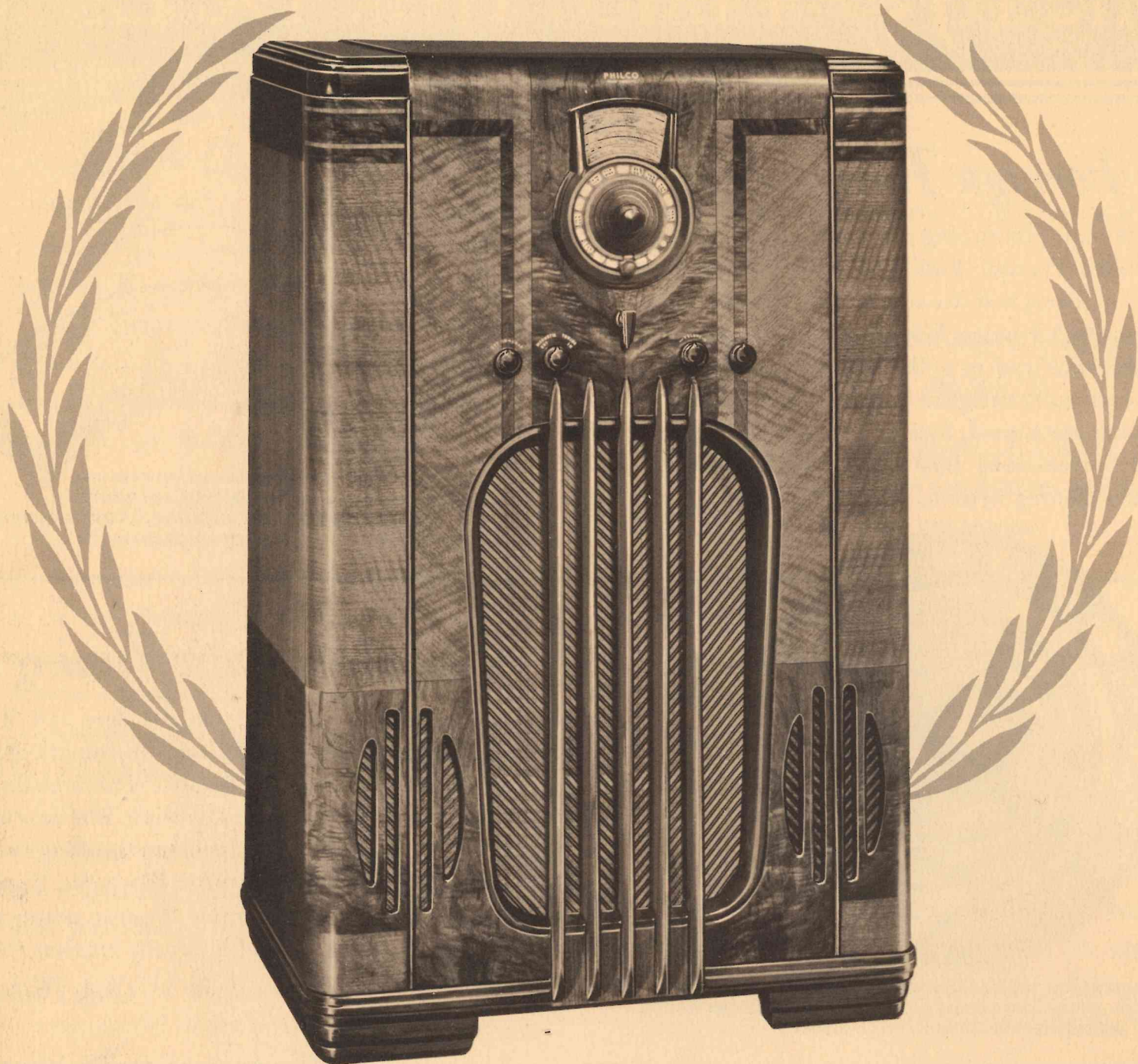
But does Philco stop there? No! Every Philco is designed, engineered and built to the same high standards of quality. Whether visible or invisible every part that enters into a Philco must conform to standards which know no compromise.

Countless times the Philco research and engineering staffs have devised some minute improvement . . . embodying so slight an advance in the performance or tone quality of a set that only exceptionally accurate instruments could detect the difference its presence might make. "Leave it out. No one will know the difference!" would be the attitude of most. "Put it in!" says Philco.

Whether visible or invisible . . . whether it can ever be explained in non-technical language . . . whether it makes a perceptible difference to the average listener or not . . . if it will improve Philco to the slightest degree . . . every scientific development is incorporated in every set it will benefit *immediately*. And the sum total of many imperceptible improvements make the very perceptible overall better reception—which is Philco.

It is this insistence on perfection carried to the ultimate degree that has made Philco's greatest sales argument . . . your clinching selling point . . . that one simple phrase . . . "*It's a Philco!*"

THE RADIO ALL AMERICA KNOWS BY NAME...*and Model Number*
 ...*in a Superb New Cabinet*... AND WITH AUTOMATIC TUNING!



(5)

Philco 37-116X *De Luxe** \$195 LESS AERIAL

The 116X cabinet has taken on new beauty. Here is a radio whose appearance proclaims its function with units housed so skillfully that the set is as superb in appearance as it is in performance. The finest of butt walnut is matched with figured and pin stripe walnut, delicately enhanced by two narrowwood inlays around the top of the curved ends. Darker toned woods in shaped forms contrast with the smoothly flowing lines of the fine hand-rubbed cabinet.

42⁵/₈" High 26⁷/₈" Wide 17¹/₄" Deep

Philco 37-116X* . . . \$175 LESS AERIAL

Same chassis but without Automatic Tuning. The cabinet is the same as 116X De Luxe

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*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

The High-Fidelity Philco 116X *De Luxe*

American and Foreign Receiver

with Philco Foreign Tuning System . . . and Automatic Tuning

The highest fidelity possible with the minimum of adjustment!
Twice the tonal range of previous good receivers!

High-Fidelity Audio System endows speech and music with warmth and naturalness by reproducing all musical instruments . . . and all voices . . . with the characteristic overtones which give them individuality. Fifteen watts output assures pure, undistorted tone over the full range of broadcasting . . . from the faintest whisper in a mystery drama to the thunderous finale of a great symphony orchestra.

Automatic Tuning! Tune-in favorite American 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.

Philco Foreign Tuning System automatically tunes the new Philco High-Efficiency Aerial as well as the set . . . an absolutely essential measure for satisfactory reception on the many short-wave bands covered by the 116X. Actually doubles the foreign stations you can hear and enjoy.

Acoustic Clarifiers automatically eliminate unpleasant barrel-like boom, resulting in clarity of tone beyond all previous radio experience.

Philco Inclined Sounding Board preserves and projects up to ear-level all the extended musical range and clarity of tone created by the High-Fidelity Audio System and Acoustic Clarifiers.

Cathedral Speaker—especially designed for High-Fidelity reproduction at any desired volume without distortion.

Wide-Angle Sound Diffusion—No longer visible but there just the same. Built-in, sound-spreading truncated cone back of the grille cloth, in front of the speaker.

Twin Tone Controls enable the discriminating listener to adjust the radio to receive each program at its best. (a) Through the use of the Continuously Variable Treble Control, the listener can choose between wide-range reception for fine musical programs or maximum selectivity to separate interfering stations on adjacent channels. (b) Three Point Variable Bass Compensation Control.

Philco Spread-Band Dial names and locates foreign stations for convenient, accurate, rapid tuning! And through the Philco Foreign Tuning System, these stations are spread *six times farther apart than usual!* (*Five times farther apart on Standard 116X.*)

Glowing Beam Tuning Range Indicator . . . shows the band in use.

Philco Balanced Superheterodyne Circuit with 15 Philco Self-Centering Octal Base High-Efficiency Tubes.

27 Tuned Circuits . . . with the Philco High-Efficiency Aerial . . . filter out the signal of the one station you want from the signals of every other frequency on the air. Increased selectivity to overcome interference from greater power and widened frequency range of many broadcasting stations!

Five Tuning Ranges covering Standard American Broadcasts . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Aviation . . . Ship and Amateur . . . all that's interesting on the air!

Two Speed Vernier Tuning . . . *Philco Unit Construction* . . . *Automatic Volume Control* . . . *Noise-Excluding Signal Amplifier* . . . *all that anyone could ask for in a radio!*

The Standard Philco 116X is similar to the 116X De Luxe in all respects except that it does not have Automatic Tuning. However, it does have Magnetic Tuning, the great new Philco development which finds and holds the desired station with electrical precision.

Only \$37.50 . . . and it has the
Philco Foreign Tuning System!

①

Philco 37-61F*

\$49.95

LESS AERIAL

Only Philco could offer such a combination of performance and cabinet beauty at this price! The instrument panel is an authentic reproduction of beautiful two-toned crotch walnut and walnut burl with black and ivory inlays. In effective contrast are the darker toned grille panel and moulded pilasters. Rich satin finish.

37¼" High 21⅞" Wide 11" Deep



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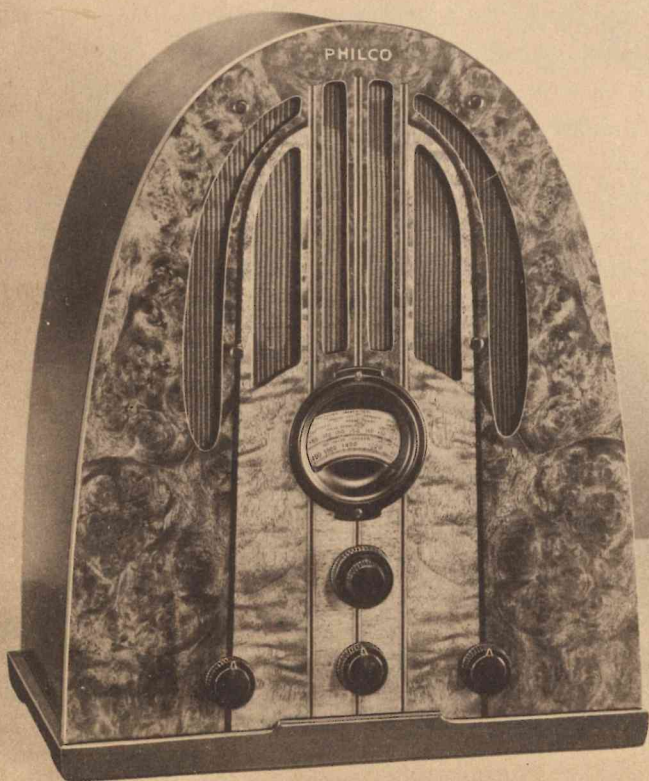
① Philco 37-61B* • \$37.50

LESS AERIAL

Look at this Baby Grand cabinet . . . and you'll wonder how it could possibly be priced so low! A Philco reproduction of matched burl, butt and straight grained American walnut, inlaid with holly and black, forms the instrument panel and grille . . . while the top-end panel is of American walnut. Base mouldings in a darker contrasting tone add their own rich note to the harmonious effect. Satin finish.

17" High 13⅝" Wide 9⅞" Deep

***SOLD ONLY WITH PHILCO HIGH-EFFICIENCY
 AERIAL TO INSURE GREATEST
 FOREIGN RECEPTION**



①

61

American and Foreign Receiver

Philco Foreign Tuning System automatically tunes the aerial as well as the set. Actually doubles the number of foreign stations you can get and enjoy.

Two Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Daytime Aviation and First-Class Amateur Bands.

12 Tuned Circuits . . . with the Philco High-Efficiency Aerial . . . filter out the signal of the one station you want from the signals on every other wave-length on the air.

Philco Wide Vision Dial with Color Station Indicator names and locates foreign stations for convenient, accurate, rapid tuning.

Pentode Audio System. True, clear, undistorted tone on speech and music.

Two Point Tone Control to adjust the radio to receive every program at its best: (A) For speech
(B) For music

Special Philco Electro-Dynamic Speaker

Glowing Beam Station Finder

Philco Balanced Superheterodyne Circuit with 5 Philco Self-Centering Octal Base High-Efficiency Tubes.

Two Speed Vernier Tuning . . . Greater Overall Selectivity . . .

Philco Unit Construction . . . Automatic Volume Control

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.

5

①

604

An AC-DC

American and Foreign Receiver

115-volt . . . 25 or 60 Cycles

Philco Foreign Tuning System

45° Full Vision Tuning with dial and all controls mounted on top of set.

Two Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Daytime Aviation and First-Class Amateur Bands.

Fixed Bass Compensation brings up low notes (bass) as the volume is turned down . . . compensating for the lessened ability of the average ear to hear low notes at their true value when the radio is turned down to normal room volume.

Compact Philco Electro-Dynamic Speaker

Glowing Beam Station Finder

Pentode Audio System

Philco Balanced Superheterodyne Circuit with 5 Philco Self-Centering Octal Base High-Efficiency Tubes.

12 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Two Speed Vernier Tuning . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control

UNUSUAL IN DESIGN AND UNUSUAL IN PERFORMANCE!

A new compact! . . .

And it has the Philco Foreign Tuning System!

①

Philco 37-604C* . . . \$39.95

LESS AERIAL

An entirely new design in compacts with all controls located on the top for ease in tuning whether sitting down or standing up. The cabinet is of beautifully figured, hand-rubbed butt walnut with speaker grille front and back to make this model audible and equally attractive on both sides. The inclusion of the Philco Foreign Tuning System in a compact is an achievement in itself!

7⁷/₈" High 12¹/₄" Wide 7³/₈" Deep

***SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION**

13

THREE TUNING RANGES . . .
GLOWING BEAM TUNING RANGE INDICATOR
AND THE PHILCO *Foreign Tuning System!*

A VALUE BEYOND COMPARE!



Philco 37-610J* . . . \$59.95 LESS AERIAL

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A radio that stands head and shoulders above any in its price range . . . in a streamlined cabinet of exceptionally graceful design. The walnut top and end panel bends smoothly around and over the top. The front panel forms a single plane, made interesting by three vertical rib overlays on the grille and by changes in veneers and the directions they take. Hand-rubbed finish.

37" High 23 $\frac{5}{8}$ " Wide 10 $\frac{5}{8}$ " Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

610

American and Foreign Receiver

50% Greater Separation on short-wave stations

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . Daytime and Night-time First-Class Amateur Bands.

Three Point Tone Control to adjust the radio to receive every program at its best:

- (A) Brilliant—for speech
- (B) Mellow—for music
- (C) Deep—Noise Reducing—for distant reception

Philco Foreign Tuning System

Philco Color Dial names and locates foreign stations for convenient, accurate, rapid tuning!

14 Tuned Circuits—with the Philco High-Efficiency Aerial.

Pentode Audio System

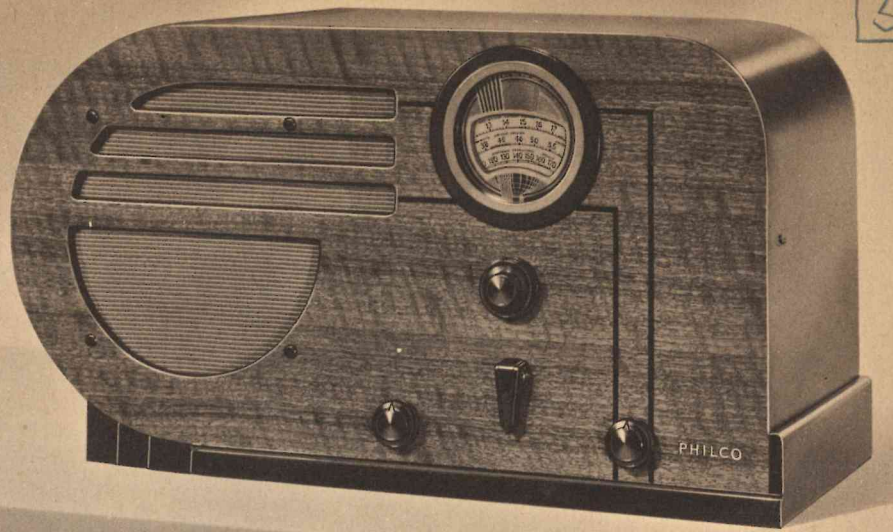
Philco Oversize Electro-Dynamic Speaker

Glowing Beam Tuning Range Indicator shows the tuning range in use.

Philco Balanced Superheterodyne Circuit with 5 Philco Self-Centering Octal Base High-Efficiency Tubes.

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . and all the basic Philco features!

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.



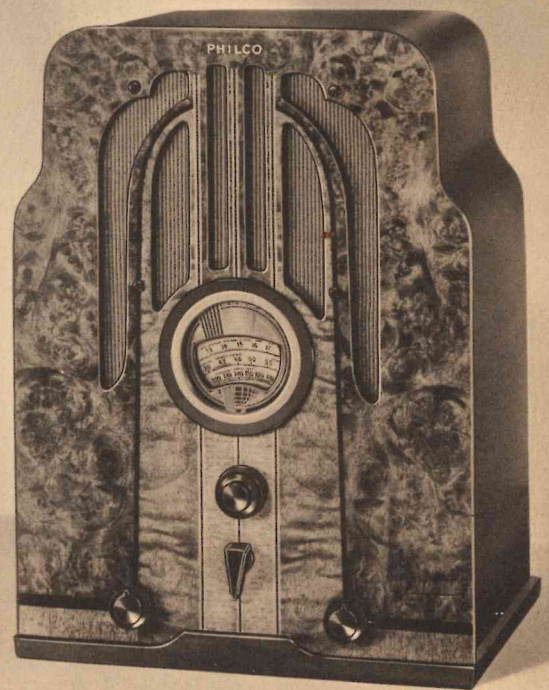
①

Philco 37-610T* . . . \$45

LESS AERIAL

This table model of a low, convenient shape . . . will fit on a bookshelf . . . or provide a distinctly modern decorative note on a center or end table. The instrument panel is of figured walnut, light in tone to contrast with the darker base. Hand rubbed.

11¼" High 20½" Wide 9¼" Deep



①

Philco 37-610B* . \$42.50

LESS AERIAL

This flat-top Baby Grand features authentic reproductions of light golden-toned butt walnut, gorgeous burl walnut, and straight grained American Walnut. A striking contrast is afforded by the dark-toned base moulding.

18" High 13" Wide 9½" Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

STREAMLINED BEAUTY
and STREAMLINED EFFICIENCY, *too!*



Ⓢ Philco 37-620J* . . . \$69.95 ⁵⁰⁰ LESS AERIAL

New Philco
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One panel forms both ends and top of this distinctive streamlined cabinet . . . widest at the base and sloping gradually inward toward the top. The instrument panel is of figured butt walnut with light line inlays set off by "V" matched straight-grained walnut at the sides. Vertical rib overlays in the center impart interest to the grille . . . while slightly darker pilasters and base frame the entire instrument panel. Hand rubbing adds to the charm of a cabinet of unusual beauty.

37 $\frac{3}{4}$ " High 23 $\frac{5}{8}$ " Wide 10 $\frac{3}{4}$ " Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

620

American and Foreign Receiver

Noise-Excluding Signal Amplifier (Robot Tuner) automatically amplifies the station signal while rejecting interference and image noise.

Philco Foreign Tuning System

Philco Color Dial

50% Greater Separation on Short-Wave Stations.

17 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day-time and Night-time Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . and Daytime and Night-time First-Class Amateur Bands.

Glowing Beam Tuning Range Indicator

Three Point Tone Control

Pentode Audio System

Oversize Philco Electro-Dynamic Speaker.

Philco Balanced Superheterodyne Circuit with 6 Philco Self-Centering Octal Base High-Efficiency Tubes.

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . and all the basic Philco features!

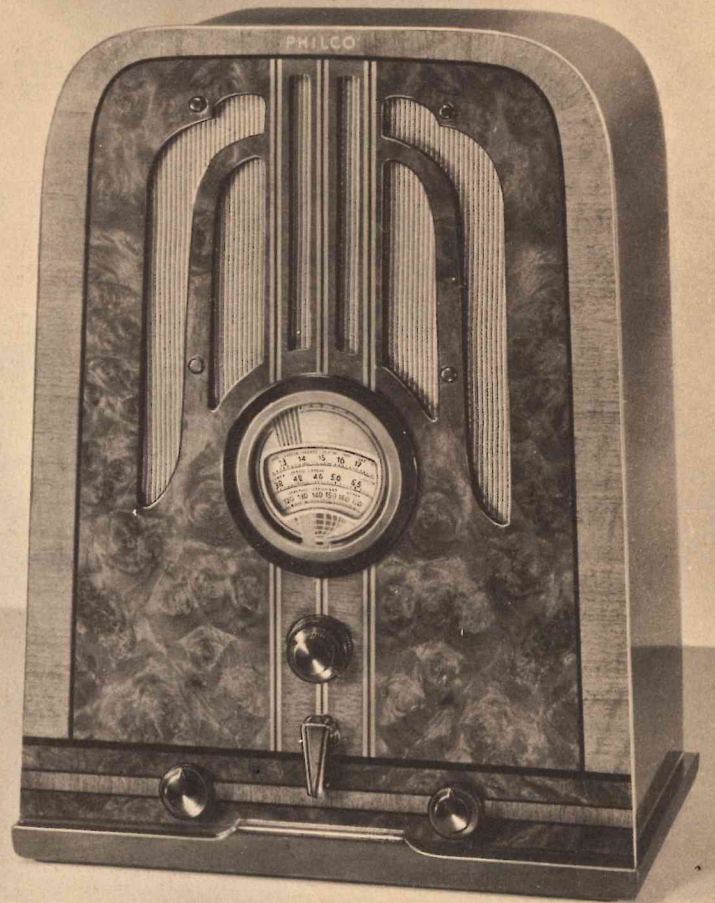
2620

Identical with the 620 except that a Long-Wave Tuning Range (150 to 350 kilocycles) covering U. S. Weather Reports and foreign long-wave broadcasts is substituted for Municipal Police, and some Amateur and Aviation bands.

Philco 37-2620J* \$72.50 LESS AERIAL

Philco 37-2620B* \$55.00 LESS AERIAL

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.



(S)

Philco 37-620B* . . . \$52.50

LESS AERIAL

Authentic reproductions of magnificent burl walnut with marquetry walnut border and vertical band of black, walnut and holly inlay form the richly designed instrument panel. The walnut top and side panel is bent in one piece over the top. Hand-rubbed finish.

18³/₈" High 14³/₈" Wide 9¹/₂" Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

AN "X" MODEL WITH THREE TUNING RANGES
... Shadow Tuning ... Foreign Tuning System
and Only \$79.95



⑤

Philco 37-630X* . . . \$79.95 LESS AERIAL

New Philco
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Beautiful butt walnut in the instrument panel is contrasted with three light narra-wood inlays running from side to side through the bezel plate. Dark-toned rails secure this panel to the pilaster-end panels which are of vertical straight grained walnut. Base and top mouldings are of darker tone . . . and the entire cabinet is hand rubbed to bring out the beauty of the woods.

38" High 23 5/8" Wide 11 7/8" Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

630

American and Foreign Receiver

Philco Inclined Sounding Board. The incline projects high notes up to ear-level, while the large sounding board area reproduces bass notes with all their depth and sonority.

Shadow Tuning. The tried and proven Philco Shadow Tuning shows the listener exactly when each station is tuned-in perfectly.

Philco Foreign Tuning System

Philco Color Dial

50% Greater Separation on Foreign Short-Wave Stations

Glowing Beam Tuning Range Indicator

Philco Balanced Superheterodyne Circuit with 6 Philco Self-Centering Octal Base High-Efficiency Tubes.

17 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day-time and Night-time Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . and Daytime and Night-time First-Class Amateur Bands.

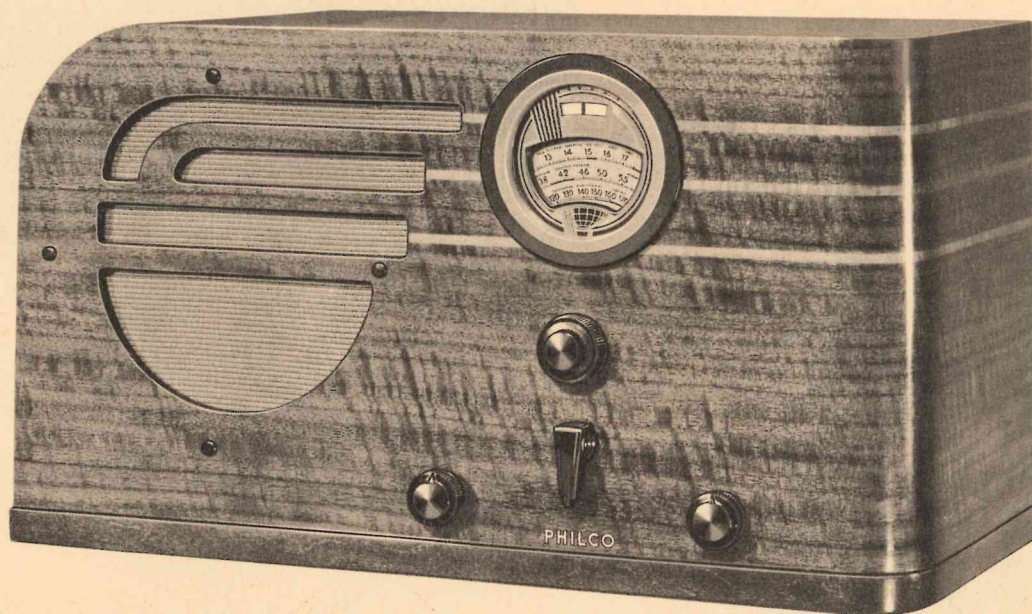
Pentode Audio System

Three Point Tone Control

Concert Grand Philco Electro-Dynamic Speaker

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier . . . and all the basic Philco features!

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND INCLINED SOUNDING BOARD MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE "X" MODELS.



Ⓢ Philco 37-630T* . . . \$62.50 LESS AERIAL

A modern table model of utmost simplicity in design. One end and the front are a single panel with Claro walnut face veneer curving smoothly around the corner. The opposite end and top panel are of the same material. Light Harewood inlays lend interest to these smoothly curved veneers. Hand-rubbed finish.

11 $\frac{3}{8}$ " High 20" Wide 9 $\frac{1}{8}$ " Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

Push-Pull Audio

IN A NEW STREAMLINED CABINET.
A MODEL THOUSANDS WILL CHOOSE!

(S)

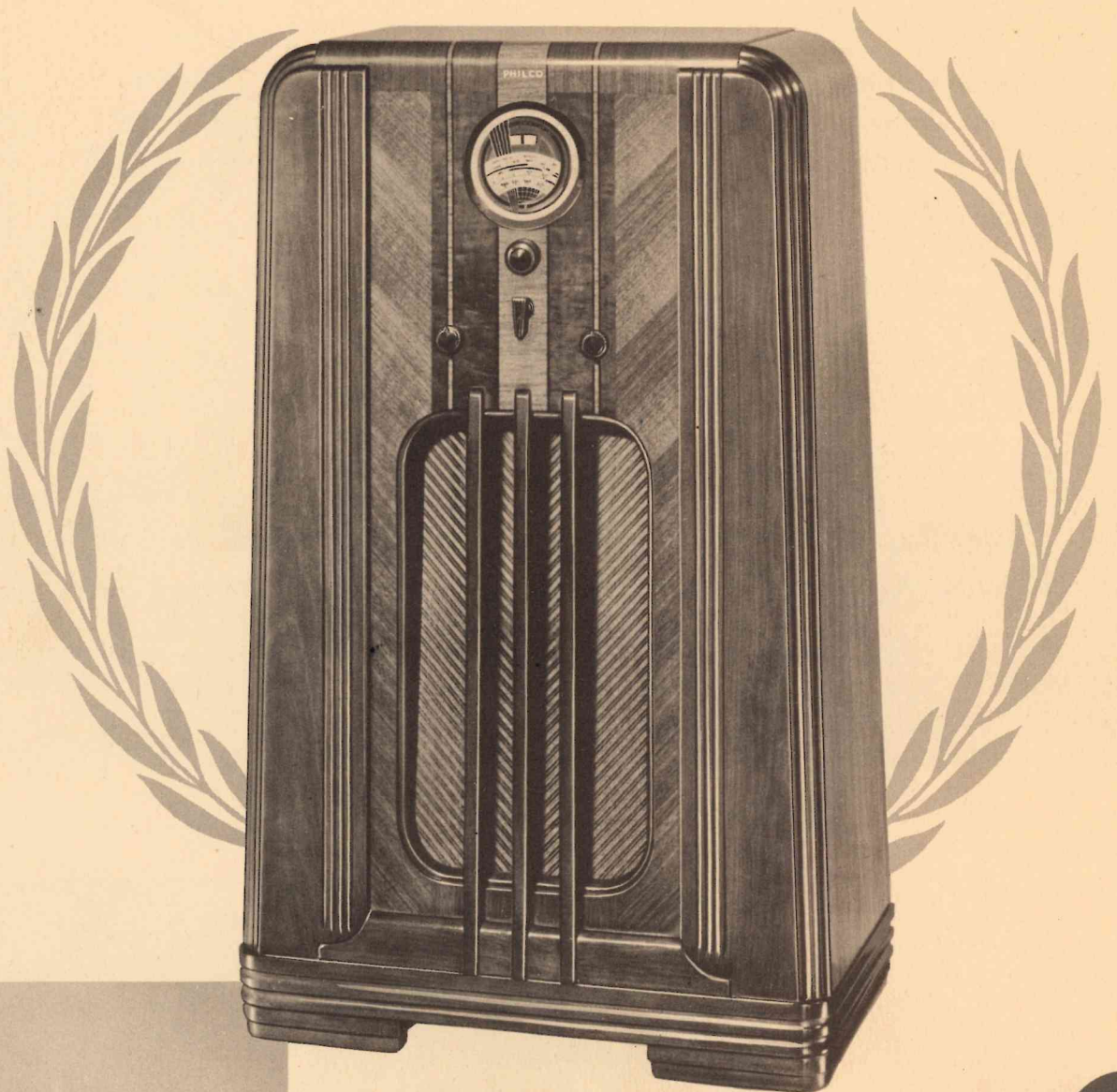
Philco 37-640 X*

\$89.95

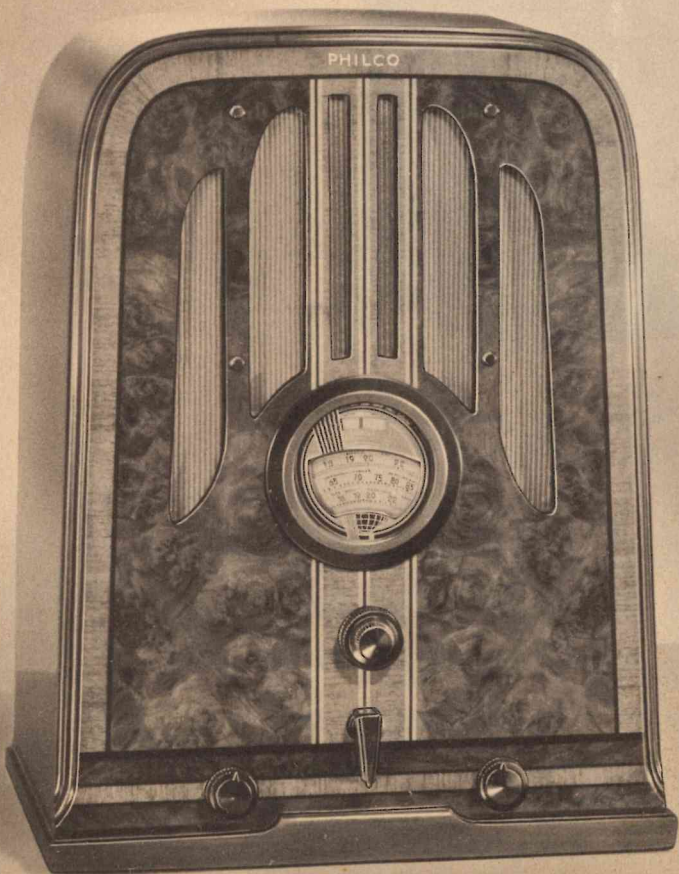
LESS AERIAL

Interest is centered in the instrument panel by the use of figured butt walnut, set off at sides and center by light colored narrow wood inlays edged with black. This entire feature continues over the top panel. At the sides, "V" matched straight-grain pin stripe walnut sets off this center panel. Three darker toned vertical grille posts lend distinction to the grille opening, while the end panels of matching walnut veneer slope slightly inward toward the top. Hand-rubbed finish.

39 $\frac{1}{8}$ " High 24 $\frac{1}{2}$ " Wide
12 $\frac{1}{2}$ " Deep



New Philco
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(S)

Philco 37-640 B* . \$69.95

LESS AERIAL

The instrument panel is a Philco reproduction of gorgeous burl walnut, set off by figured walnut and black and ivory inlay lines. The smoothly bent top and side panel is carried into the instrument panel by the use of a frame moulding. Hand rubbing produces a soft, velvety finish.

18 $\frac{1}{8}$ " High 14 $\frac{1}{8}$ " Wide 9 $\frac{1}{2}$ " Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY
AERIAL TO INSURE GREATEST
FOREIGN RECEPTION

640

American and Foreign Receiver

Push-Pull Audio System. Two audio tubes in Push-Pull arrangement produce more than double the output and provide a large reserve to prevent distortion of music or speech.

Philco Balanced Superheterodyne Circuit with 7 Philco Self-Centering Octal Base High-Efficiency Tubes.

17 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Philco Foreign Tuning System

Philco Color Dial

50% Greater Separation on short-wave stations

Philco Inclined Sounding Board

Shadow Tuning

Three Point Tone Control

Concert Grand Philco Electro-Dynamic Speaker

Glowing Beam Tuning Range Indicator

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . and Daytime and Night-time First-Class Amateur Bands.

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier . . . and all the basic Philco features.

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND INCLINED SOUNDING BOARD MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE "X" MODELS.



(S)

Philco 37-640MX*

\$95

LESS AERIAL

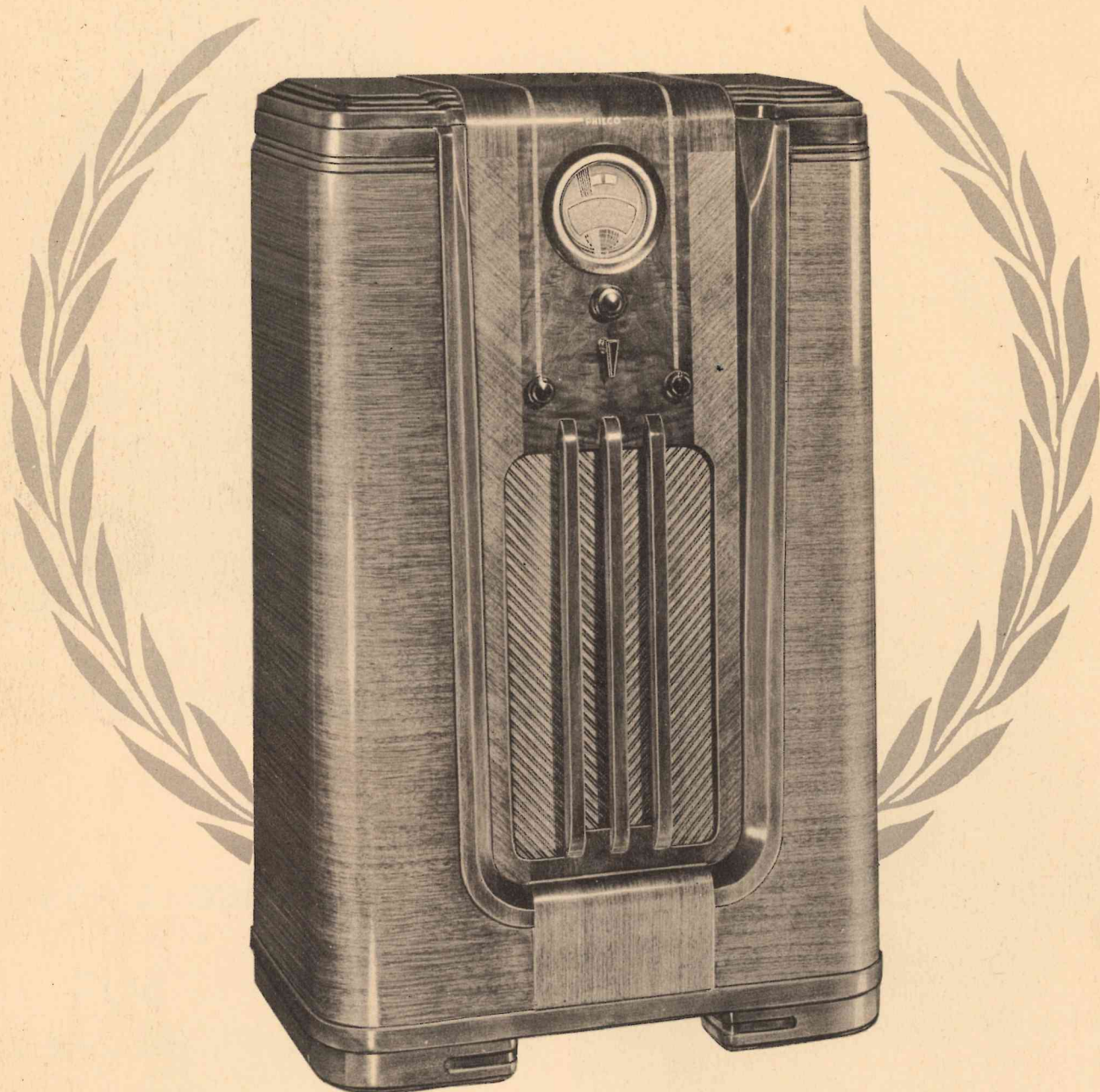
This cabinet is beautiful in the simplicity of its design. Mahogany is used throughout front, sides and top. Interest, however, is created by change in direction of the grain of this mahogany veneer. Light colored Hawthorn inlay is used to advantage in the lower part of the grille members and around the top of the cabinet.

37 $\frac{1}{8}$ " High 23 $\frac{1}{2}$ " Wide 11 $\frac{1}{8}$ " Deep

***SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION**

Philco Spread-Band Dial

SPREADS SHORT-WAVE STATIONS
THREE TIMES FARTHER APART



⑤ *Philco Spread-Band 37-650X** . . . \$100 LESS AERIAL

A splendid example of the craftsmanship which has won such high acclaim for Philco cabinets. An interesting motif of figured butt walnut with narrowwood inlays forms the background uniting controls and bezel plate and continues smoothly up to and over the top panel. The end panels and pilasters have a single face veneer of horizontal straight-grain walnut. The instrument panel is framed by contrasting colored rails, a tone effect repeated in top and base mouldings. Hand-rubbed finish.

39¼" High 25" Wide 14" Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

New Philco
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650

American and Foreign Receiver

Philco Spread-Band Dial names and locates foreign stations for convenient, accurate, rapid tuning. And on the new Spread-Band Dial these stations are spread *three times farther apart*.

Four Point Tone Control to adjust the radio to receive every program at its best:

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

Philco Foreign Tuning System

Glowing Beam Tuning Range Indicator

Philco Balanced Superheterodyne Circuit with 8 Philco Self-Centering Octal Base High-Efficiency Tubes.

17 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Push-Pull Audio System

Philco Inclined Sounding Board

Shadow Tuning

Concert Grand Philco Electro-Dynamic Speaker

Three Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Day-time Aviation and Daytime First-Class Amateur Bands.

Two Speed Vernier Tuning . . . *Variable Bass Compensation* . . . *Three Times Greater Overall Selectivity* . . . *Philco Unit Construction* . . . *Automatic Volume Control* . . . *Noise-Excluding Signal Amplifier* . . . and all the basic Philco features.

2650

Identical with the 650 except that a Long-Wave Tuning Range (150 to 350 kilocycles) covering U. S. Weather Reports and foreign long-wave broadcasts has been added. This makes 4 Tuning Ranges instead of 3.

Philco 37-2650X* \$105 LESS AERIAL

Philco 37-2650B* \$85 LESS AERIAL

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND INCLINED SOUNDING BOARD MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE "X" MODELS.



(5)

Philco Spread-Band 37-650B*

\$79.95

LESS AERIAL

A smoothly bent walnut top and side panel is set on to a frame shaped to form a continuous curved moulding around the front panel. The instrument panel of figured walnut and handsome grille are framed by straight grained walnut pilasters. A two-tone effect is achieved by a darker base moulding. Hand-rubbed finish.

20¼" High 15⅞" Wide 11⅝" Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

SUPER "CLASS A" AUDIO . . .
 FOUR SPREAD-BAND TUNING RANGES
. . . and just look at the price!



(S) Philco *Spread-Band* 37-660X* . . . \$115^{LESS}_{AERIAL}

A cabinet of imposing dignity with its large instrument panel of butt and sliced walnut accentuated by fluted columns. Sliced walnut rounds gracefully from the front to form the side panels. Two horizontal bands of Claro walnut sweep around the pilasters, one at the top and the other just above the base. This rests upon six feet with fluting, repeating the motif of the columns . . . Hand rubbed.

40³/₈" High

25⁵/₈" Wide

12⁷/₈" Deep

and in the same cabinet . . .

Philco 37-665X* . . . \$125^{LESS}_{AERIAL}

New Philco
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Covers four tuning ranges including Ultra-Short-Wave Broadcasts from 28 to 42 Megacycles!

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

660

American and Foreign Receiver

Super Class A Audio System—10 watts output—insures reception without distortion at all usable volumes.

Spread-Band Dial. Short-wave stations spread four times farther apart

Four Spread-Band Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . First-Class Amateur Night and Day Bands . . . Ship and Aviation.

20 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Philco Foreign Tuning System

Glowing Beam Tuning Range Indicator

Shadow Tuning

Philco Inclined Sounding Board

Philco Balanced Superheterodyne Circuit with 9 Philco Self-Centering Octal Base High-Efficiency Tubes.

Four Point Tone Control

Concert Grand Electro-Dynamic Speaker

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Three Times Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier . . . and all the basic Philco features.

665

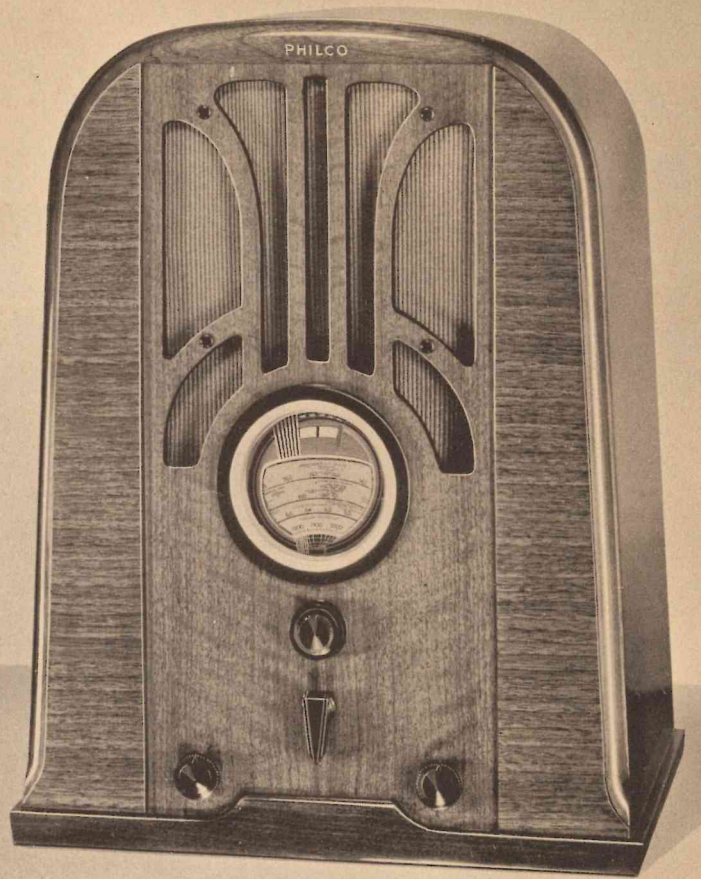
American and Foreign Receiver

The 665 chassis is similar to the 660 with the exception that station separation has been lessened to provide one tuning range for ultra-short-waves and these further exceptions:

Push-Pull Audio System

Four Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . First-Class Amateur Night and Day Bands . . . Aviation . . . Ship . . . and the **Ultra-Short-Wave Broadcasts between 28 and 42 Megacycles!**

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND INCLINED SOUNDING BOARD MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE "X" MODELS.



Philco Spread-Band 37-660B*

\$89.95

LESS AERIAL

A distinguished interpretation of the Baby Grand cabinet. A smoothly bent walnut top and side panel is set on a frame which forms a continuous curved moulding around the figured walnut instrument panel. The handsome grille and instrument panel are framed by straight grained walnut pilasters. Hand-rubbed finish.

20 $\frac{1}{4}$ " High 15 $\frac{7}{8}$ " Wide 11 $\frac{5}{8}$ " Deep

and in the same cabinet

Philco 37-665B* . \$99.50

LESS AERIAL

Covers four tuning ranges, including Ultra-Short-Wave Broadcasts from 28 to 42 Megacycles!

***SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION**

Five Spread-Band Tuning Ranges

FOREIGN STATIONS SPREAD 5 TIMES FARTHER APART

Super "Class A" Audio



5

Philco *Spread-Band* 37-670X* . . . \$139.50

LESS
AERIAL

One of the most striking cabinets Philco has ever offered! A notably rich effect is achieved through the utilization of beautifully figured woods. Claro walnut, contrasted with straight grained walnut, forms the instrument panel and frames the bottom and sides of the speaker opening. Inlays of Sapelli mahogany enhance the appearance of the grille members and outline the edges of the pilaster panels. The pilasters and side panels are of quarter sliced walnut. Hand rubbed.

40 $\frac{3}{4}$ " High 25" Wide 15 $\frac{3}{4}$ " Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

New Philco
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670

American and Foreign Receiver

Five Spread-Band Tuning Ranges covering standard American Broadcasts . . . Daylight and Night-time Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Aviation . . . Ship and Amateur . . . all that's interesting on the air.

23 Tuned Circuits with the Philco High-Efficiency Aerial.

Philco Balanced Superheterodyne Circuit with 11 Philco Self-Centering Octal Base High-Efficiency Tubes.

Spread-Band Dial. Short-Wave stations spread five times farther apart

Super Class A Audio System—10 Watts Output.

Philco Foreign Tuning System

Glowing Beam Tuning Range Indicator

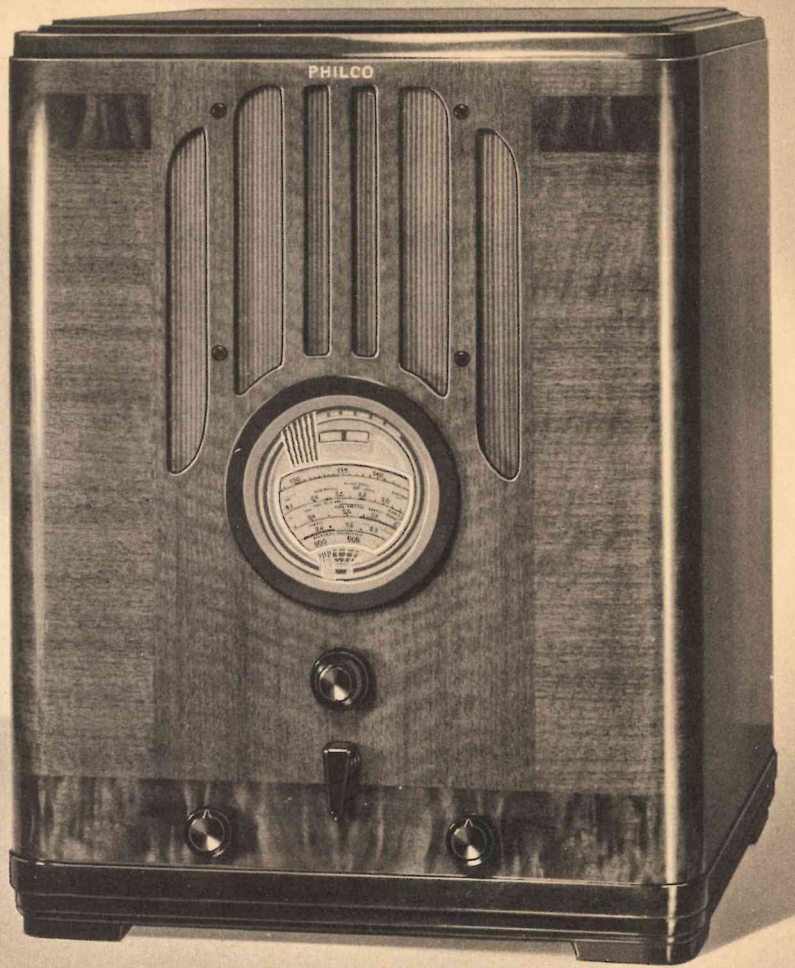
Philco Inclined Sounding Board

Four Point Tone Control

Concert Grand Electro-Dynamic Speaker

Shadow Tuning

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Three Times Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier . . . and all the basic Philco features!



(S)

Philco Spread-Band 37-670B*

\$99.50

LESS AERIAL

A Baby Grand that has that simplicity of design which possesses a distinction all its own! The center portion of the instrument is of figured walnut . . . while a wide band of butt walnut enriches the base. This effect is repeated at the top of the pilasters by the use of narrower strips of butt walnut. Base and top mouldings are of slightly darker contrasting tone.

21¼" High 16⅞" Wide 14" Deep

***SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION**

(S)

2670

Identical with the 670 except that station separation on the higher frequencies has been lessened to permit addition of a Long-Wave Tuning Range (150 to 350 kilocycles) covering U. S. Weather Reports and foreign long-wave broadcasts.

Philco 37-2670X* \$139.50 LESS AERIAL

Philco 37-2670B* \$99.50 LESS AERIAL

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND INCLINED SOUNDING BOARD MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE "X" MODELS.

ONLY PHILCO COULD OFFER SUCH A VALUE!

A NEW 12-TUBE PHILCO WITH *Automatic Tuning*
AND 5 SPREAD-BAND TUNING RANGES



5

Philco 37-675X* *De Luxe* . . . \$169.50 LESS AERIAL

A cabinet of formal design with butt walnut instrument panel and toned grille of gracefully curved design framed on either side by beaded pilasters. Pilasters and ends are of quarter sliced walnut with bands of butt walnut at top and bottom. Top is of quarter sliced walnut. Six turned feet form a base for this cabinet. Hand rubbed.

40 7/8" High 26 3/8" Wide 15 3/4" Deep

Philco 37-675X* . . . \$150 LESS AERIAL

Same Chassis but without Automatic Tuning. Otherwise the cabinet is the same as 675X De Luxe.

New Philco
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Page 48

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

The Philco 675X *De Luxe*

American and Foreign Receiver

with Philco Foreign Tuning System . . . and Automatic Tuning

SIX TIMES GREATER SEPARATION ON SHORT-WAVE STATIONS

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 keep on its exact frequency.

Philco Spread-Band Dial names and locates foreign stations for convenient, accurate, rapid tuning! And through the Philco Foreign Tuning System, these stations are spread *six times farther apart than usual!* (*Five times farther apart on Standard 675X.*)

Five Tuning Ranges cover Standard American Broadcasts . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Aviation . . . Ship and Amateur . . . all that's interesting on the air.

Philco Balanced Superheterodyne Circuit with 12 Philco Self-Centering Octal Base High-Efficiency Tubes.

26 Tuned Circuits . . . with the Philco High-Efficiency Aerial . . . filter out the signal of the one station you want from the signals of every other frequency on the air. Increased selectivity to overcome interference from greater power and widened frequency range of many broadcasting stations!

Auditorium Speaker reproduces all programs at the volume desired without distortion.

Super Class A Audio System—10 watts output.

Philco Foreign Tuning System automatically tunes the New Philco High-Efficiency Aerial as well as the set . . . an absolutely essential measure for satisfactory reception on the many short-wave bands covered by the 675X. Actually doubles the foreign stations you can hear and enjoy.

Philco Inclined Sounding Board. The incline projects high notes up to ear-level, while the large sounding board area reproduces bass notes with all their depth and sonority.

Twin Tone Controls enable the listener to adjust the 675X to receive each program at its best:

- (A) Continuously Variable Treble Control
- (B) Three Point Variable Bass Compensation Control

Glowing Beam Tuning Range Indicator

Two Speed Vernier Tuning . . . *Three Times Greater Overall Selectivity* . . . *Philco Unit Construction* . . . *Automatic Volume Control* . . . *Noise-Excluding Signal Amplifier* . . . and all the basic Philco features.

The Standard Philco 675X is similar to the 675X De Luxe in all respects except that it does not have Automatic Tuning. However, it does have Magnetic Tuning, the great new Philco development which finds and holds the desired station with electrical precision.

THE MOST FAITHFUL REPRODUCTION
EVER ACHIEVED IN RADIO

THREE TIMES THE TONAL RANGE OF PREVIOUS GOOD RECEIVERS

Plus Automatic Tuning and the Philco Foreign Tuning System



5 Philco 37-690X* with Automatic Tuning . . . \$375 LESS AERIAL

The world's finest radio in a cabinet of classic design with full-length doors of four-way matched, highly figured butt walnut. These doors employ the same woods on both sides and fold back against the end panels when open. The four-way matched butt walnut instrument and grille panel is framed on both sides by vertical grille members. Walnut end panels are enhanced by a beaded border. The top panel is of walnut with a border of butt walnut. Hand rubbed.

43" High 28 $\frac{1}{4}$ " Wide 16 $\frac{5}{8}$ " Deep

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

New Philco
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The 1937 Philco Super High-Fidelity 690X

American and Foreign Receiver

For those who demand the utmost in radio performance and tonal fidelity!

Super High-Fidelity Audio System gives the widest tonal range, the most lifelike reproduction ever achieved in radio. All musical instruments, from the deep-toned bass viol to the topmost note of the piccolo, and all voices, are reproduced with the characteristic overtones that identify and distinguish them one from another. At 15 watts output distortion is negligible . . . less than one and a quarter per cent.

Cathedral Speaker . . . extra large size . . . designed for highest fidelity reproduction . . . with two additional High-Frequency Speakers reproduce the entire frequency range produced by the Super High-Fidelity System at any desired volume without the slightest distortion.

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.

Acoustic Clarifiers. Four Acoustic Clarifiers absorb bass notes rebounding from the wall back of the receiver or from the cabinet sides . . . automatically preventing unpleasant barrel-like boom and interfering echoes.

Wide-Angle Sound Diffusion—No longer visible but there just the same. Built-in, sound-spreading truncated cone back of the grille cloth, in front of the speaker.

Philco Balanced Superheterodyne Circuit with 20 Philco Self-Centering Octal Base High-Efficiency Tubes.

27 Tuned Circuits . . . with the Philco High-Efficiency Aerial.

Music Interpretation Controls enable the discriminating listener to interpret any selection to suit his own individual taste . . . in other words, to become his own orchestra conductor.

1. *Selectivity Fidelity Control—Treble*—produces either wide-range Super High-Fidelity . . . or may be adjusted for a narrow-band, highly selective signal for the sharpest tuning of interfering stations.
2. *Fidelity Control—Bass*—permits perfect adjustment of the low-note volume to the sound level of the selection being played. Through this control the audio bass response of the 690X may be kept uniform regardless of volume level.

Philco Foreign Tuning System

Philco Spread-Band Dial

Short-Wave Stations Spread Six Times Farther Apart

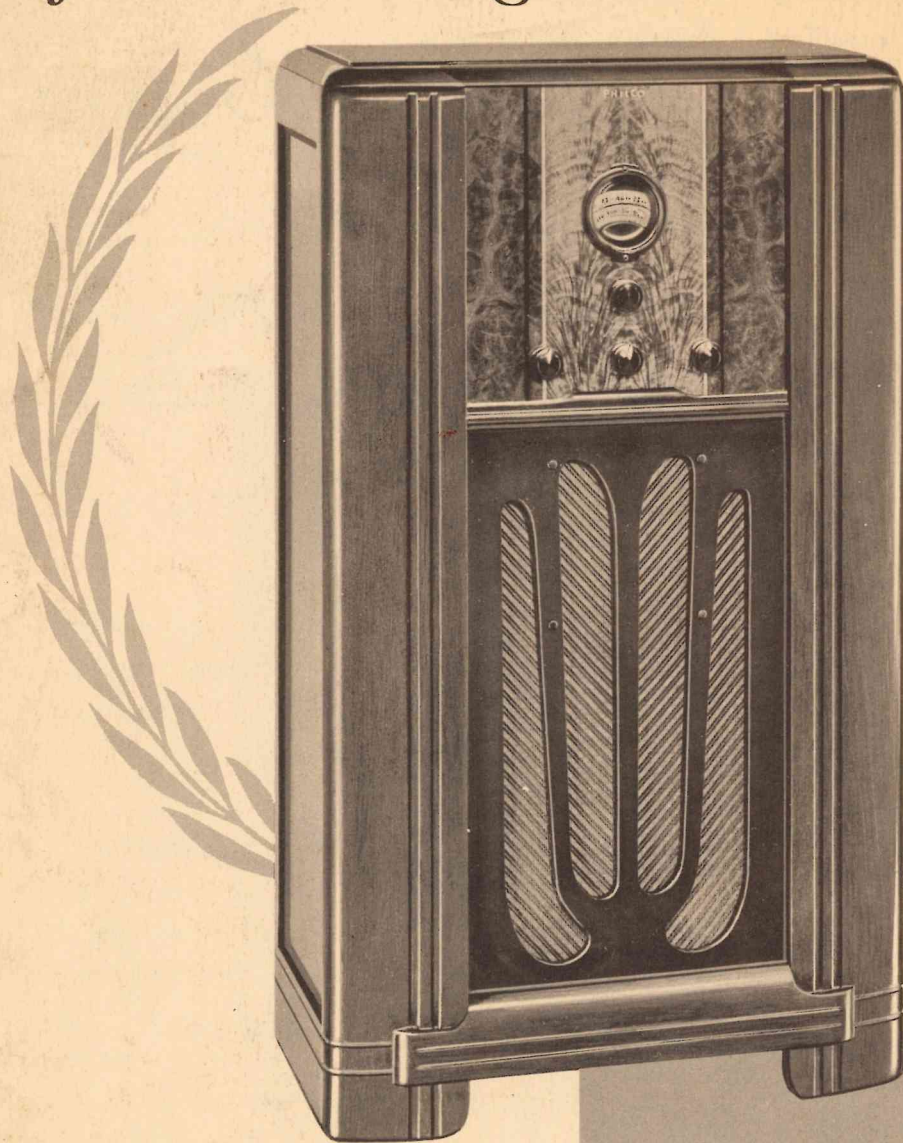
Glowing Beam Tuning Range Indicator

Five Tuning Ranges cover Standard American Broadcasts . . . Daylight and Night-time Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Aviation . . . Ship and Amateur . . . all that's interesting on the air!

Two Speed Vernier Tuning . . . Amplified Bass Compensation . . . Philco Unit Construction . . . Twin Automatic Volume Control . . . Noise Excluding Signal Amplifier . . . everything you would expect in this Super High-Fidelity instrument from the world's greatest radio laboratories!

5.

ANOTHER YEAR . . . *And it's still the
fastest-selling model in the world!*



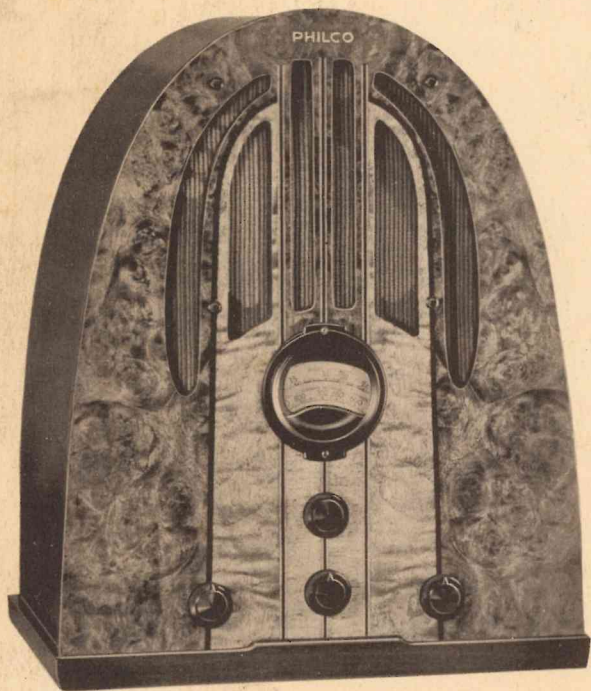
(J)

Philco 37-60 F

\$42.50

Philco's lowest-priced console . . . but it looks like a million dollars! Superb reproductions of two-toned crotch walnut, walnut burl and black and ivory inlays form the instrument panel. Striking contrast is provided by the darker grille panel and moulded pilasters. Satin finish.

37¼" High 21⅞" Wide 11" Deep



(L) Philco 37-60 B . . \$33.50

Interest centers in the instrument panel . . . a Philco reproduction of matched burl, butt and straight grained American walnut inlaid with holly and black. The top and end panel is of rotary walnut, the base mouldings of a darker contrasting tone, and the bezel, speaker grille and knob spacing all work together to achieve a harmonious effect. Satin finish.

17" High 13⅝" Wide 9⅞" Deep

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60

Philco Balanced Superheterodyne Circuit with 5 Philco Self-Centering Octal Base High-Efficiency Tubes.

Eight Tuned Circuits

Pentode Audio System

Two Point Tone Control. (A) Speech (B) Music

Standard Philco Electro-Dynamic Speaker

Wide Vision Dial. A great convenience and an aid to accurate tuning.

Glowing Beam Station Finder

Two Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Night and Day Aviation . . . Night First-Class Amateur . . . some American and Night Foreign Short-Wave Broadcasts.

Adapted for use with the Philco High-Efficiency Aerial. The more efficient the aerial, the more efficient the set, and to get the best results from the Philco 60, the use of the Philco High-Efficiency Aerial is strongly recommended.

Reduction Gear Tuning . . . Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control.

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.

The Pace-Setter for American Broadcast Reception!

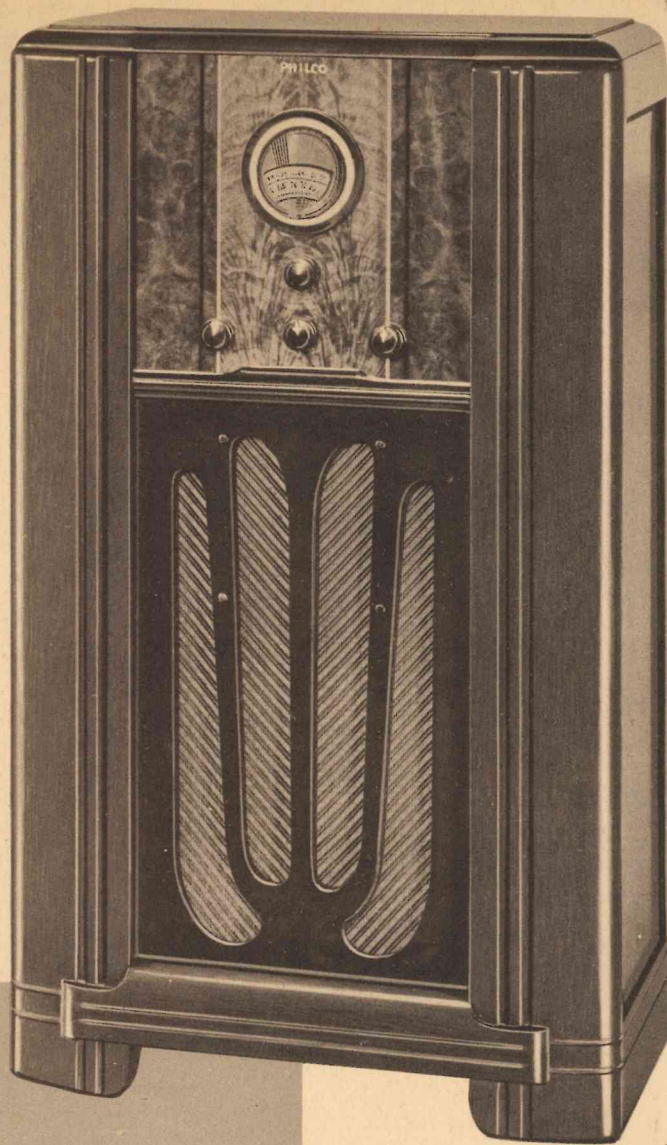
(V)

Philco 37-89 F

\$50

Philco reproductions of beautiful two-toned crotch walnut, burl walnut and black and ivory inlays give interest and distinction to the instrument panel of a model whose selectivity and sensitivity have established it as the standard receiver for American broadcasts . . . Satin finished.

37¼" High 21⅞" Wide 11" Deep



89

Noise-Excluding Signal Amplifier (Robot Tuner) Automatically amplifies the station signal while rejecting interference and image noise.

Philco Balanced Superheterodyne Circuit with 6 Philco Self-Centering Octal Base High-Efficiency Tubes.

Wide Vision Dial. A great convenience and a great aid to accurate tuning.

Nine Tuned Circuits

Glowing Beam Station Finder

Standard Philco Electro-Dynamic Speaker

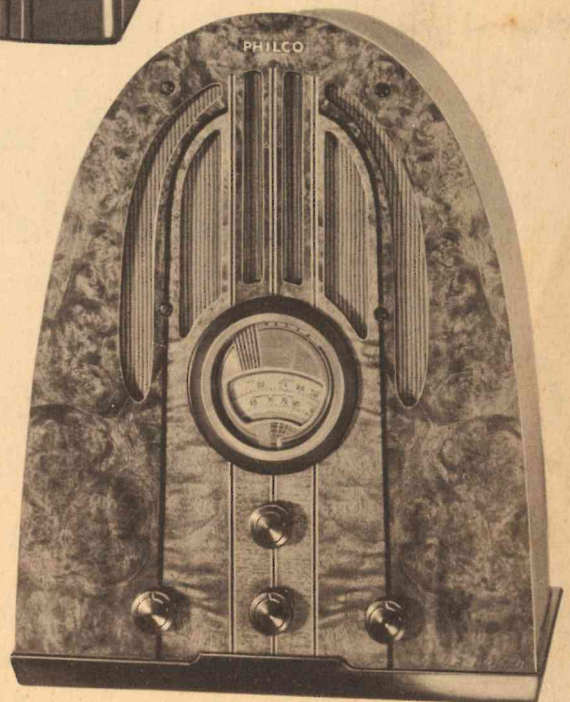
Pentode Audio System

Two Point Tone Control. (A) Speech (B) Music

Two Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Second-Class Amateur and some Night Aviation.

Adapted for use with the Philco High-Efficiency Aerial.

Reduction Gear Tuning . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control



(F)

Philco 37-89 B . . \$39.95

Authentic reproductions of magnificent matched burl, butt and straight-grained American walnut inlaid with holly and black in a cabinet of distinguished contour. The contrasting color tones, the bezel design and the motif of the speaker grille combine harmoniously. Hand-rubbed finish.

17⅛" High 13⅞" Wide 9⅞" Deep

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.



Compacts that set new standards of beauty

① Philco 37-602C . . . \$29.95

A newly designed Philco compact...finished on all sides...with speaker grilles at front and back. The front and back panels...reproductions of rich butt and burl walnut...are set flush with the top and end panels to permit full appreciation of their smoothly bent straight grained American walnut. The entire cabinet is set on a base of contrasting tone.

8¼" High

12⁷/₁₆" Wide

6⁵/₈" Deep

② Philco 37-600C . . . IN THE SAME CABINET . . . \$25

New Philco
Finance Plans
Page 48

5

602

FOR AC-DC OPERATION
115-volt . . . 25 or 60 cycle

Philco Balanced Superheterodyne Circuit with
5 Philco Self-Centering Octal Base High-Efficiency Tubes.

Illuminated Dial

Automatic Volume Control

Compact Speaker

Pentode Audio System

Six Tuned Circuits

Double Overall Selectivity

Reduction Gear Tuning

Tuning Range covers all Standard Broadcasts and
State Police calls.

Attached Aerial makes this an ideal radio when
travelling or where an outdoor aerial cannot be erected.

4

600

FOR AC OPERATION

Pentode Audio System

Philco Balanced Superheterodyne Circuit with 4
Philco Self-Centering Octal Base High-Efficiency Tubes.

Illuminated Dial

Compact Speaker

Four Tuned Circuits

Reduction Gear Tuning

Tuning Range covers all Standard Broadcasts and
State Police calls.

Attached Aerial makes this an ideal radio when
travelling or where an outdoor aerial cannot be erected.

4

84

Philco Balanced Superheterodyne Circuit with
4 Philco Self-Centering Octal Base High-Efficiency
Tubes.

Pentode Audio System

Standard Philco Electro-Dynamic Speaker

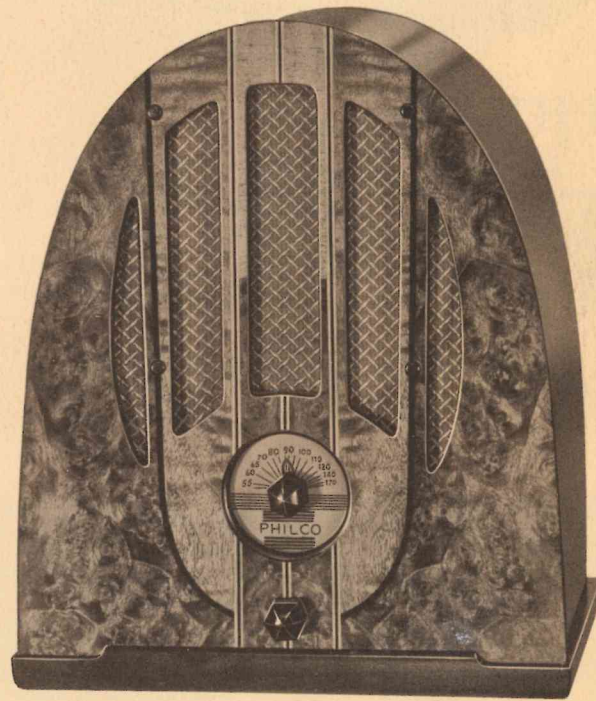
Double Overall Selectivity

Illuminated Dial

Ball Bearing Tuning

Four Tuned Circuits

Tuning Range covers all Standard Broadcasts and
State Police calls.



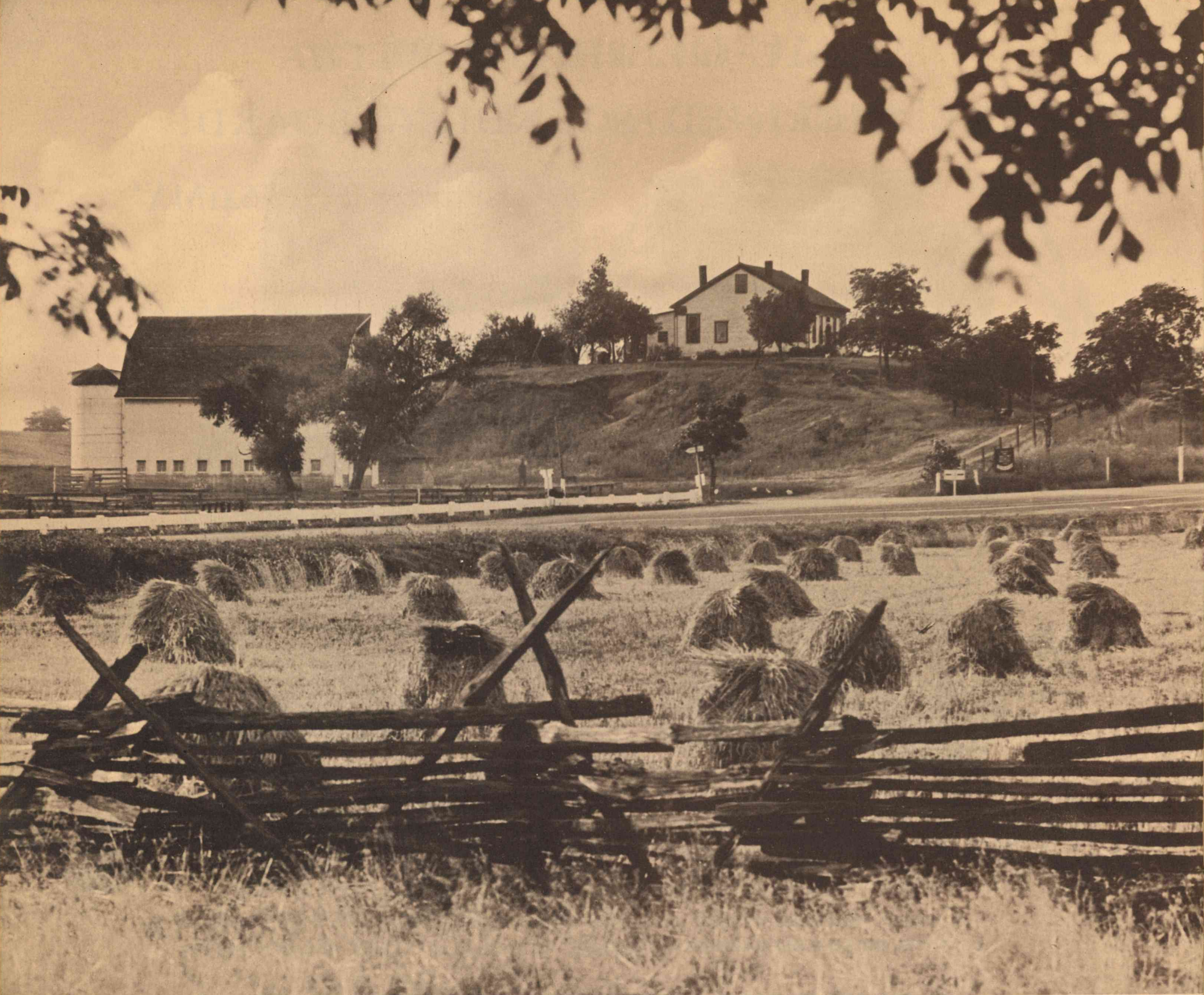
J

And an old favorite looks better than ever!

Philco 37-84B . \$20

Authentic reproductions of richly figured burl walnut,
butt walnut, white and ebonized holly combine har-
moniously to make the 1937 model of this Baby Grand
its most attractive version. Satin finish.

14½" High 12½" Wide 7¾" Deep



Out where the power lines end . . . one of the greatest opportunities for radio sales begins! The last few years have proved how rich a radio market can be found in the unwired farm homes of America . . . and for 1937 Philco has planned a line that meets every possible demand of the American Farmer. Magnificent X models for American and Foreign reception . . . consoles for regular battery and 6-volt operation . . . Baby Grands that eliminate competition . . . there's a Philco for every farm requirement!

The Supreme Achievement in Battery Sets!

(S)

Philco Spread-Band 37-643B* . . \$89.95

LESS AERIAL

(Cabinet description same as 660B.
See page 25)



(S)

Philco Spread-Band 37-643X*

\$115 LESS
AERIAL

(Cabinet description same as 660X. See page 24)

New Philco
Finance Plans
Page 48

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

643

American and Foreign Receiver

Class B Audio System for battery economy. True, clear, undistorted tone on speech and music. Power unequalled on battery sets.

Philco Spread-Band Dial with foreign stations named, located and spread four times farther apart.

Philco Inclined Sounding Board . . . the only battery radio with this feature.

Philco Foreign Tuning System

Shadow Tuning

17 Tuned Circuits with the Philco High-Efficiency Aerial.

Philco Balanced Superheterodyne Circuit with 7 Philco Self-Centering Octal Base High-Efficiency Tubes.

Concert Grand Permanent Field Dynamic Speaker

Three Point Tone Control

Glowing Beam Tuning Range Indicator

Four Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Night and Day Aviation and Night and Day First-Class Amateur Bands.

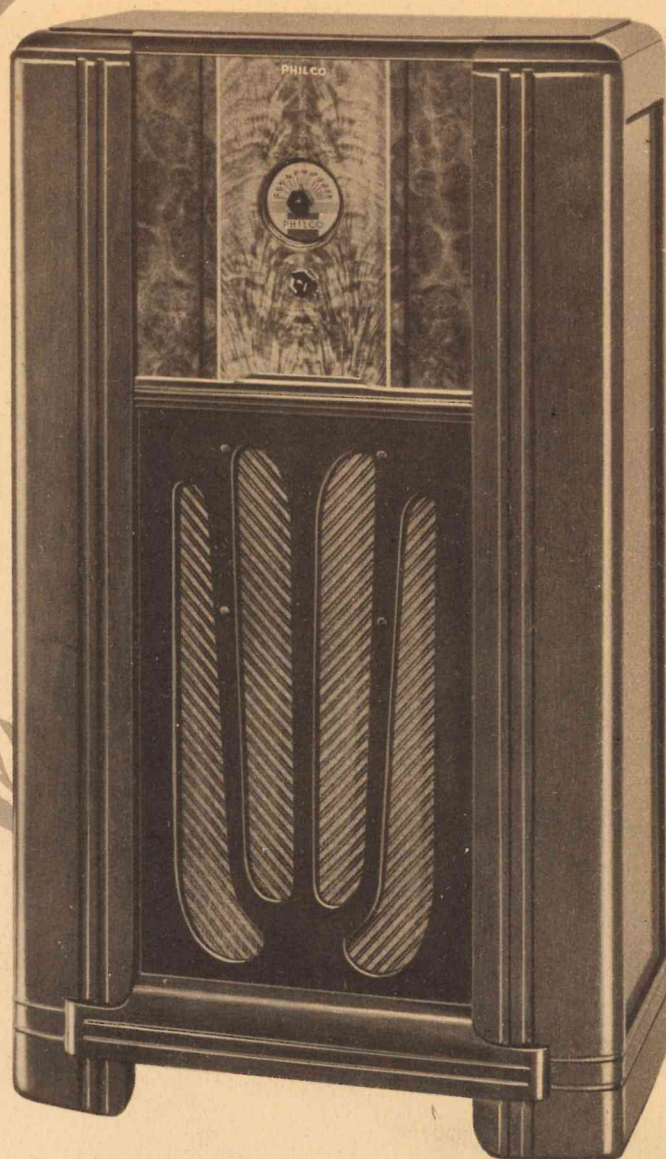
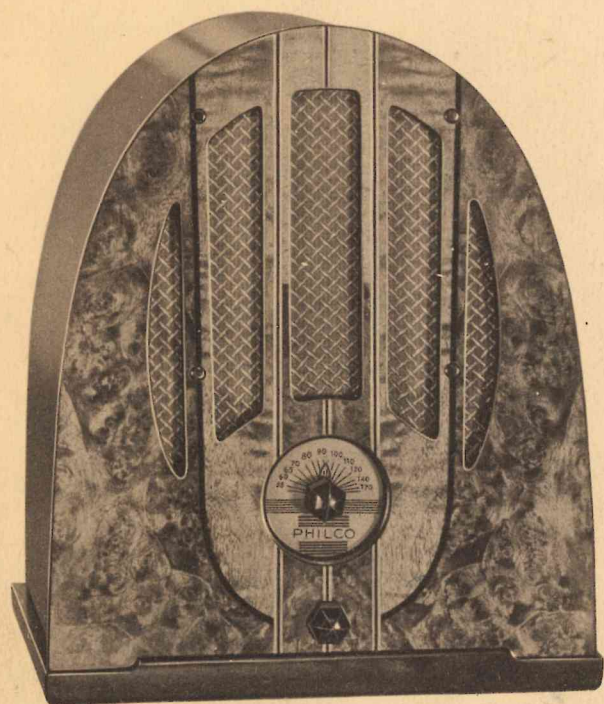
Two Speed Vernier Tuning . . . *Variable Bass Compensation* . . . *Three Times Greater Overall Selectivity* . . . *Philco Unit Construction* . . . *Automatic Volume Control* . . . *Noise-Excluding Signal Amplifier.*

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND INCLINED SOUNDING BOARD MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE "X" MODELS.

3

TWO BATTERY-OPERATED PHILCOS ... ONE FOR 6-VOLT OPERATION

*at prices that make
every farmer a prospect!*



Ⓐ

Philco 37-33B \$39.95

(Same cabinet as 84B. See page 35)

Philco 37-34B \$49.95

(For 6-volt operation)

(Same cabinet as 60B. See page 32)

Ⓐ

Philco 37-33F ~~\$49.95~~ \$54.95

Philco 37-34F \$65.00

(For 6-volt operation)

(Same cabinet as 60F. See page 32)

33 and 34

The features of these sets are identical with the exceptions noted. The 34 series is designed for 6-volt operation ... no B or C batteries required. The 33 models are for regular battery operation.

New Type Magnetic Speaker

Pentode Audio System

Wide Vision Dial on 34. *Illuminated Dial* on 33.

Glowing Beam Station Finder on 34.

Automatic Volume Control

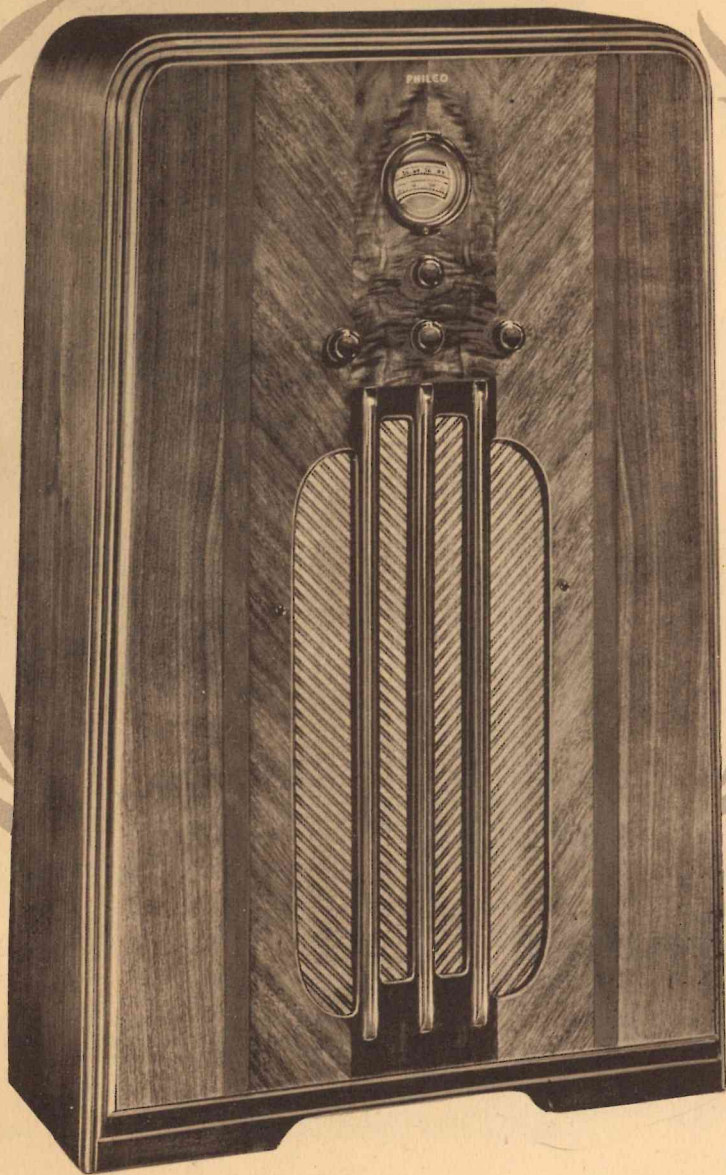
Philco Balanced Superheterodyne Circuit with 5 Philco Self-Centering Octal Base High-Efficiency Tubes.

Reduction Gear Tuning

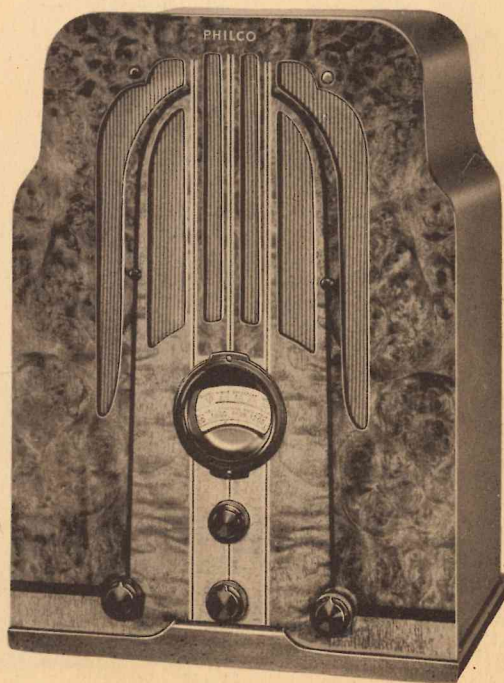
Tuning Range covers all Standard American Broadcasts and State Police calls.

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS
BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.

THE PHILCO THAT SHOWED AMERICA
HOW GOOD A BATTERY SET CAN BE!



① Philco 37-38J \$69.95
(Cabinet similar to 610J. See page 14)



① Philco 37-38B \$49.95
(Cabinet similar to 610B. See page 15)

① Philco 37-38F \$65.00
(Cabinet similar to 60F. See page 32)

New Philco
Finance Plans
Page 48

38

Class B Audio System for battery economy. True, clear, undistorted tone on speech and music and power unequalled on battery sets.

Philco Balanced Superheterodyne Circuit with 6 Philco Self-Centering Octal Base High-Efficiency Tubes.

Automatic Volume Control

Concert Grand Permanent Field Dynamic Speaker

Wide Vision Dial

Glowing Beam Station Finder

Eight Tuned Circuits

Two Point Tone Control

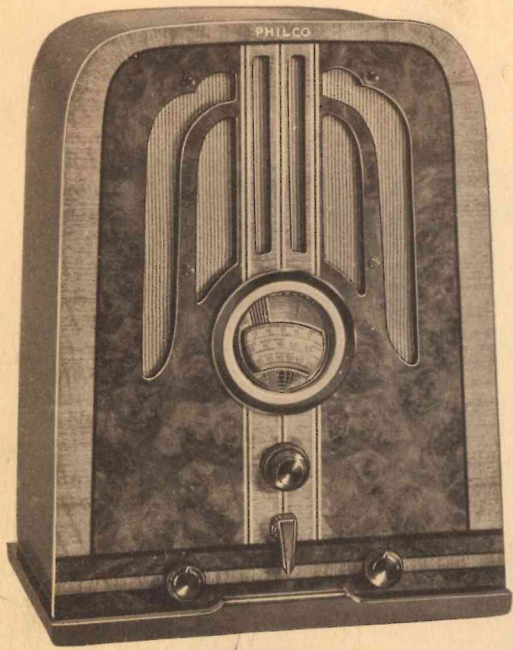
Greater Overall Selectivity

Reduction Gear Tuning

Two Tuning Ranges covering Standard American Broadcasts . . . State and Municipal Police . . . Night and Day Aviation . . . Night First-Class Amateur . . . some American and Night Foreign Short-Wave Broadcasts.

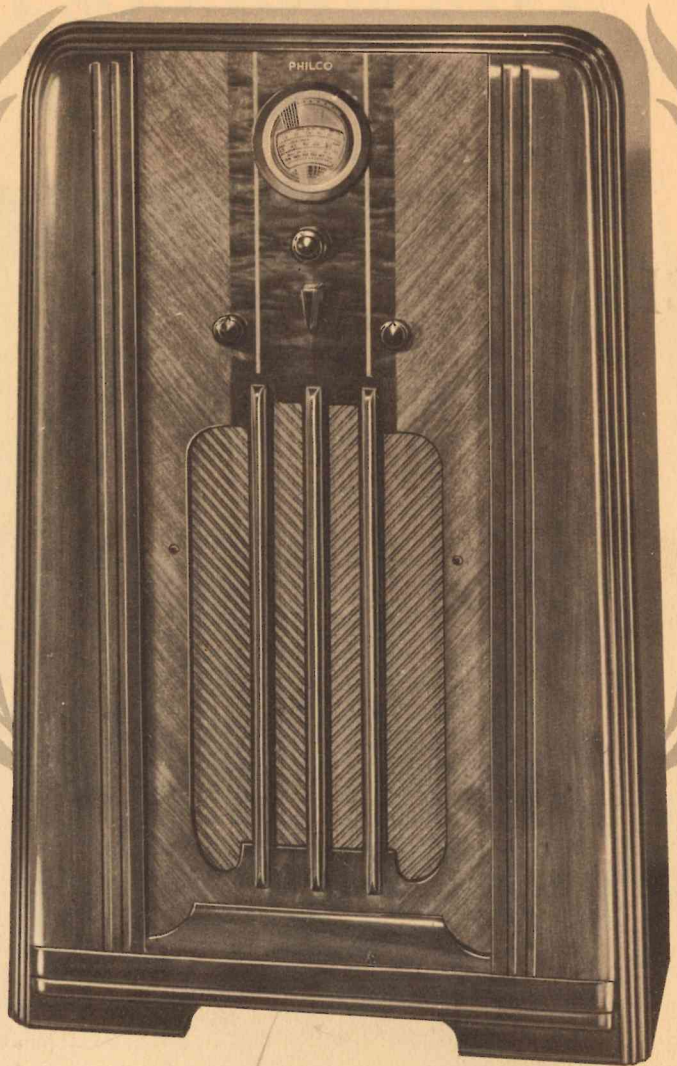
CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS
BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.

TWO BATTERY-OPERATED
PHILCOS FOR AMERICAN
AND FOREIGN RECEPTION
. . . and one of them a 6-volt set!



PHILCO

- ① 37-623B* . . . \$65.00 LESS (In same cabinet as AERIAL 620B. See page 17.)
- ① 37-624B* . . . \$75.00 LESS (In same cabinet as AERIAL 620B. See page 17.)



PHILCO

- ① 37-623J* . . . \$79.95 LESS (In same cabinet as AERIAL 620J. See page 16.)
- ① 37-624J* . . . \$89.95 LESS (In same cabinet as AERIAL 620J. See page 16.)

*SOLD ONLY WITH PHILCO HIGH-EFFICIENCY AERIAL TO INSURE GREATEST FOREIGN RECEPTION

New Philco
Finance Plans
Page 48

623 and 624 American and Foreign Receivers

The features of these sets are identical with the exceptions noted. The 624 series is designed for 6-volt operation . . . no B or C batteries required. The 623 models are for regular battery operation.

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Daytime and Night-time Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . Daytime and Night-time First-Class Amateur Bands.

Noise-Excluding Signal Amplifier

Philco Foreign Tuning System

Philco Color Dial

50% Greater Separation between Short-Wave Stations

Class B Audio System for battery economy.

Concert Grand Permanent Field Dynamic Speaker

17 Tuned Circuits with the Philco High-Efficiency Aerial.

Philco Balanced Superheterodyne Circuit . . . 6 Philco Self-Centering Octal Base High-Efficiency Tubes.

Three Point Tone Control

Glowing Beam Tuning Range Indicator

Two Speed Vernier Tuning . . . Variable Bass Compensation . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control.

CERTAIN VARIATIONS IN TONE FEATURES NATURALLY EXIST BETWEEN TABLE AND FURNITURE MODELS BECAUSE OF THE MUCH LARGER SOUNDING BOARD AREA IN THE LARGER MODELS.

*Home Demonstrations
beat Explanations!!!*

CLINCH SALES BY HOME DEMONSTRATIONS
WITH THE
Philco Foreign-Station Demonstrator

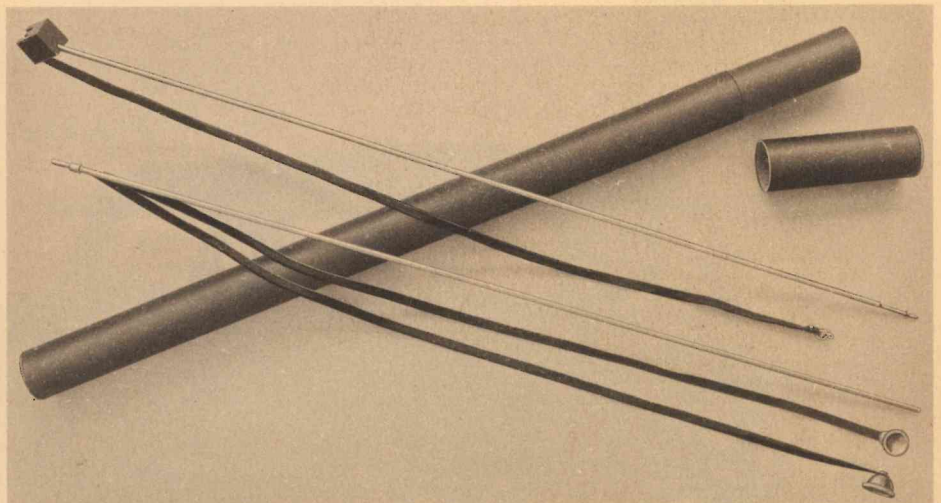
THE GREATEST SALES AID EVER
GIVEN THE RADIO DEALER . . .
and only PHILCO gives it!

The Philco Foreign-Station Demonstrator is a portable aerial invented and perfected in the Philco laboratories to enable you to give convincing, sales-producing home demonstrations of the new American and Foreign Philcos. At one stroke this invention eliminates all of the previous problems of securing a suitable aerial to provide a convincing home demonstration of both domestic and foreign broadcasts.

Compact, portable, and easily installed in a few moments, the Philco Foreign-Station Demonstrator is actually an efficient, short-wave *aerial* . . . yet it requires *no tools* to install. You simply attach it to the outside of the window, and connect the lead-in clip to the aerial terminal of the receiver.

Think of the opportunities now for perfect home demonstrations . . . no more apologies and explanations for the unsatisfactory performance usually obtained from your prospect's old aerial or the usual temporary one. No more lost sales from demonstrating with noisy indoor aerials or broken down, corroded and grounded roof aerials!

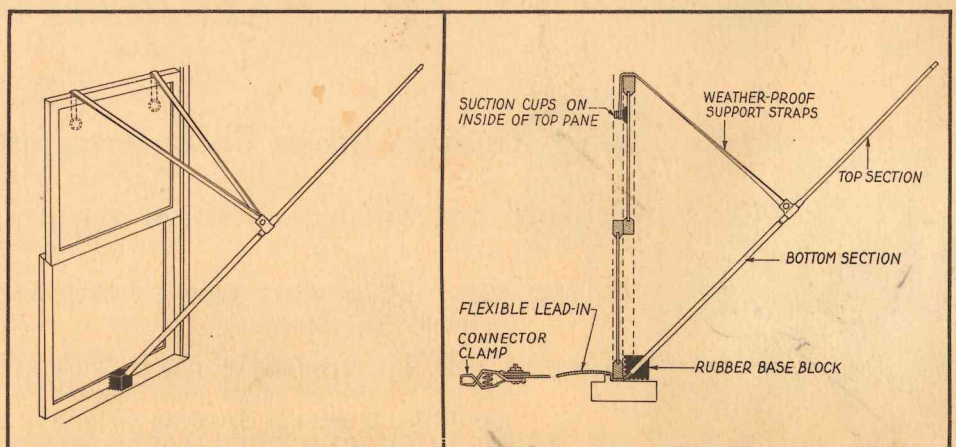
Just attach the new Philco Demonstrator to the window and in an instant your prospect can be listening to London or Berlin. Combining ease and speed of installation with neatness and safety, there is absolutely nothing like it in the radio field. It's an instrument developed exclusively for Philco dealers . . . to help them sell more sets this season . . . in less time and with less effort.



THE NEW PHILCO FOREIGN-STATION DEMONSTRATOR

6 OUTSTANDING FEATURES!

1. Excellent Foreign Reception . . . better than most old aerials.
2. Installed in five minutes . . . without tools . . . without going outdoors.
3. Portable . . . compact . . . attractive . . . in neat weather-proof carrying case.
4. Eliminates explanations instead of demonstrations.
5. Solves the apartment house demonstration problem.
6. Paves the way to quick sales . . . by its neatness and efficient performance.



HOW IT APPEARS WHEN INSTALLED
(VIEW FROM OUTSIDE)

CROSS-SECTION VIEW OF WINDOW
AND DEMONSTRATOR



*Twenty million automobiles without Radios . . .
that means twenty million Philco Prospects!*

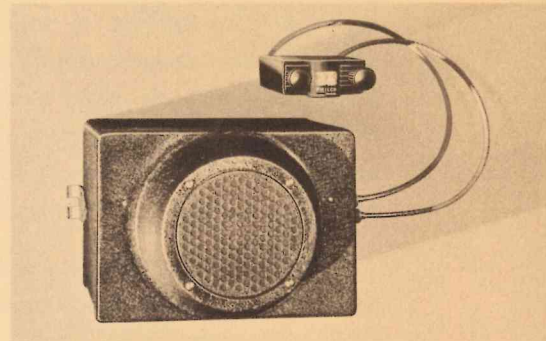
Radio-loving America insists on entertainment on the road as well as at home! More and more automobile owners are realizing that a car without a Philco is an incomplete car. This year the broadcasting companies are doing more than ever to help you sell automobile radio! A presidential election . . . major league baseball on the air in cities where it was never broadcast before . . . championship fights . . . everything points to automobile radio's biggest year!

Five New Philco *Auto Radios* to make this your biggest year

Philco 816 . . \$39.95

A world-beater for value! Single unit superheterodyne receiver with adjustable Antenna Circuit for maximum performance with either roof or undercar aerial. Six multi-function Philco High-Efficiency tubes, improved automatic volume control, highly efficient electro-dynamic speaker and streamlined

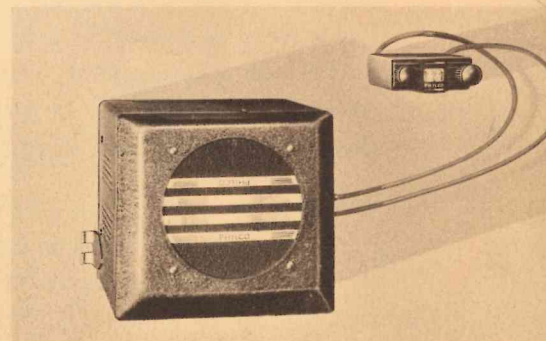
control unit with new illuminated "wide-vision" dial. Control unit fits in or on instrument panel. Sturdy, compact, fully shielded steel container that fits ANY car. Improved full-wave Philco vibrator. Exceptional sensitivity and selectivity, exceptional power and low current consumption!



Philco 817 . . \$49.95

The most powerful auto radio ever built in this price class! A single unit superheterodyne with adjustable Antenna Circuit for roof or undercar aerial. Six multi-function Philco High-Efficiency tubes, automatic volume control, large size electro-dynamic speaker. New tone control operated directly from

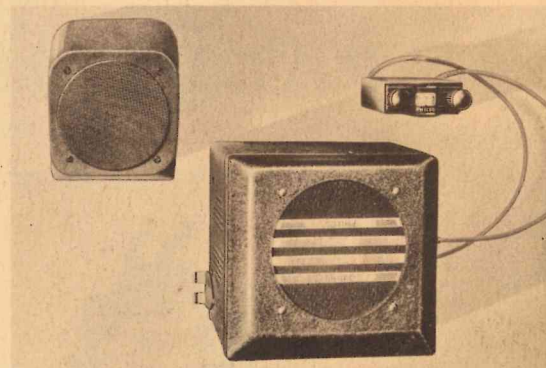
new streamlined control unit with illuminated "wide-vision" dial. Control unit fits in or on instrument panel. Improved full-wave Philco vibrator. Compact, shielded steel container fits ANY car. Exceptional sensitivity and selectivity, lifelike tone and low current consumption!



Philco 818 . . \$59.95

TWO powerful electro-dynamic speakers—one in the set, the other mounted above the windshield to assure even distribution of sound throughout the car. Superheterodyne receiver, with six multi-function Philco High-Efficiency tubes, adjustable Antenna Circuit, automatic volume control. New sensitivity control and tone control operated directly

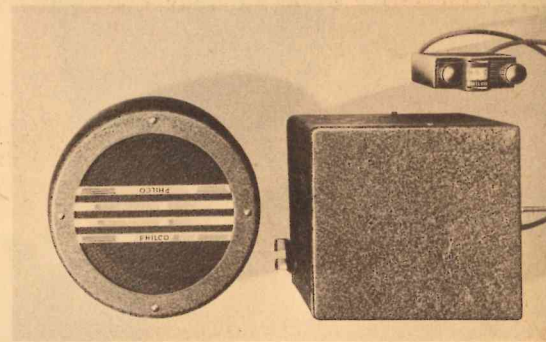
from streamlined control unit with illuminated "wide-vision" dial. Control unit fits in or on instrument panel. The compact, completely shielded steel container fits ANY car. Exceptional sensitivity and selectivity, low current consumption, marvelous tone and balanced reproduction of uniform volume . . . are combined in this Philco!



Philco 818K . . \$59.95

Another big value in a 2-unit Philco! Has a separate, extra large electro-dynamic speaker designed for dash mounting. Superheterodyne receiver with adjustable Antenna Circuit for roof or undercar aerial. Six multi-function Philco High-Efficiency tubes, automatic volume control; full range tone control

and new sensitivity control operated directly from new streamlined control unit with illuminated "wide-vision" dial. Control unit fits in or on instrument panel. Compact, shielded steel container fits ANY car. Quiet operation, unusual sensitivity and selectivity, low current consumption and superb tone!

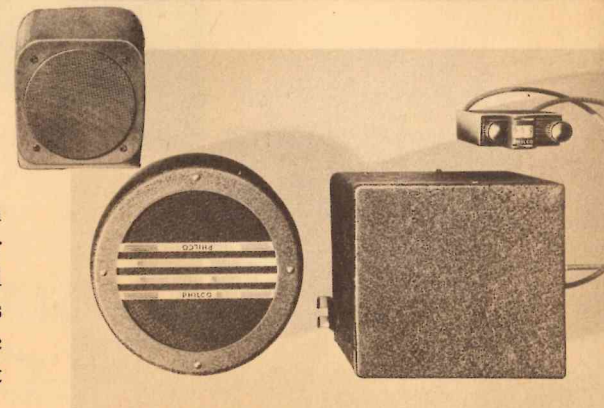


Philco 819 . . \$69.95

With additional Overhead Speaker \$77.60

Here is Philco's De Luxe set—the most powerful auto radio ever built! Incorporates all the features of Model 818K, plus a more powerful receiver that includes 7 new multi-function Philco High-Efficiency tubes—a guarantee of superlative performance. Equipped with separate, extra large electro-dynamic speaker. Also available with additional

flat-type overhead speaker providing more even distribution of sound throughout the car. For power, tone quality, sensitivity and selectivity, and quiet, uniform operation under all conditions, this De Luxe Philco has no equal! It's the model for the motorist who wants the superb performance of finest auto radio money can buy.



SERVICE... *now more than ever* ... *is essential for building sales*

Many factors combine to make it imperative for the progressive dealer to establish and maintain a complete, well-trained and equipped Service Department. Only through adequate Service Personnel can the larger sales units be properly demonstrated, correct aeri-als installed and competent instruction in foreign reception provided. And this Service Personnel should be an integral part of the dealer's organization.

To help the dealer establish and maintain an efficient self-supporting Service Department, Philco, three years ago, organized Radio Manufacturers Service... a plan to provide the dealers with service information and training, and help them sell service. To establish an R.M.S. Department, or have your present service department sign up with R.M.S., will at once identify you with this national plan. It will put you in line for Philco Service Data mailed direct from headquarters, along with many powerful aids to obtaining increased service business.

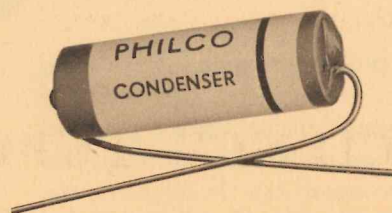
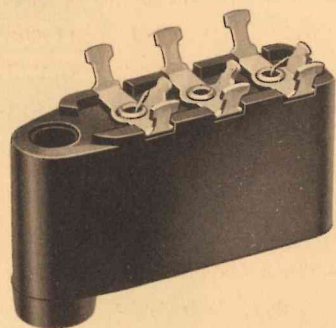
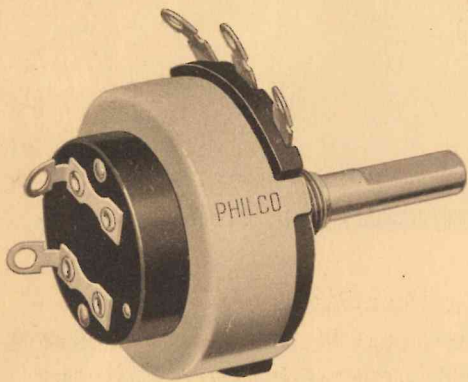
Remember... there is a double profit gained by increasing your service business... the actual profit from this business itself, and the profit on new-set sales resulting from service contacts. For many a time a new set prospect is discovered... and a sale made... by getting into an old-set home on a service call!



A PHILCO SERVICE PLAN

THE R. M. S. EMBLEM
PROOF OF SERVICE AFTER THE SALE

RADIO MANUFACTURERS SERVICE : A PHILCO SERVICE PLAN



*Insure Dependable Service...
use only genuine Philco parts*

The only way to be sure of a service job you can guarantee is to use GENUINE Philco replacement parts.

Philco has installed special manufacturing and precision testing devices to check and control the quality of its products. It has established rigid specifications covering all parts.

Some parts offered as substitutes for the genuine *might* prove satisfactory in Philcos, but there is no way of *knowing* whether or not they will. Often such parts are cheap imitations of the genuine... made to sell... not to give the satisfactory service to which Philco owners are entitled. In the long run, such parts prove more costly than the genuine.

Philco replacement parts carry the same assurance of safety, reliability and long-lived service which the original parts are designed to give because they *are* of the same superior quality.

If Philco parts cost a trifle more than substitutes, it is because they are worth the difference. But the price is usually no more... often less... and the *cost* is always less when serviceability is considered.

For permanent satisfaction to all your customers, use only genuine Philco parts.

PHILCO QUALITY PARTS GUARANTEE YOUR REPAIR WORK

*18,000 sets each day - 2-7 hr. shifts
1400 each hour
5000 Philco # days to put out the*

*Philco sold more car sets than all sets of the next largest company
entire AT yearly production of Radio sets*

There's a "ready-made" market

of FIFTY MILLION

Sockets for Philco

High-Efficiency

Tubes!



Over seven million Philco Radios in service today! Fifty million sockets in which Philco High-Efficiency Tubes were installed . . . and demonstrated their worth so convincingly that the set owners will insist on Philco tubes when replacement time comes around!

That's what we mean by a "ready-made" market . . . and it's a market that grows every day as more and more Philco Home Sets and Automobile Radios pass into the hands of new owners.

In addition to the millions of Philco owners who naturally demand Philco Tubes for their sets . . . don't forget the millions of owners of other radio sets who have read and heeded that line which has appeared in countless millions of Philco advertisements . . . "Philco

Replacement Tubes improve the performance of any radio." Those set owners want Philco High-Efficiency Tubes, too!

How's your stock of Philco High-Efficiency Tubes? Can you fill the calls for Philco tubes from the thousands of Philco owners right in your own neighborhood? Better check up now . . . for this is a Presidential election year . . . a year in which sports broadcasts from baseball parks here and from the Olympics abroad will create tremendous interest.

Radio's biggest year is under way! Don't find yourself making apologies instead of making sales! Get set for the replacement rush with a complete stock of Philco High-Efficiency Tubes . . . and *complete* means metal as well as glass replacement tubes!

PHILCO HIGH-EFFICIENCY TUBES
improve the performance of any radio!

Amazing New LIBERAL FLOOR PLAN

For Philco Dealers' Stock Purchases

Only 10% down—no monthly payments except as merchandise is sold—no service charge whatever on May, June and July purchases—interest only $\frac{1}{2}$ of 1 per cent a month

For Dealers' May—June—July Purchases Full Stocks for Brisk Summer Business

Philco's own Plan operated through Commercial Credit is a NEW Dealer Credit Purchase Plan covering dealer display stock and floor stocks—the most attractive, liberal wholesale floor plan ever offered retail radio dealers for their own stock purchases.

Now, the Philco retail dealer buying in May, June and July can carry a full stock of the great Philco 1937 line of merchandise for a brisk Summer business, the biggest Summer business ever known to radio.

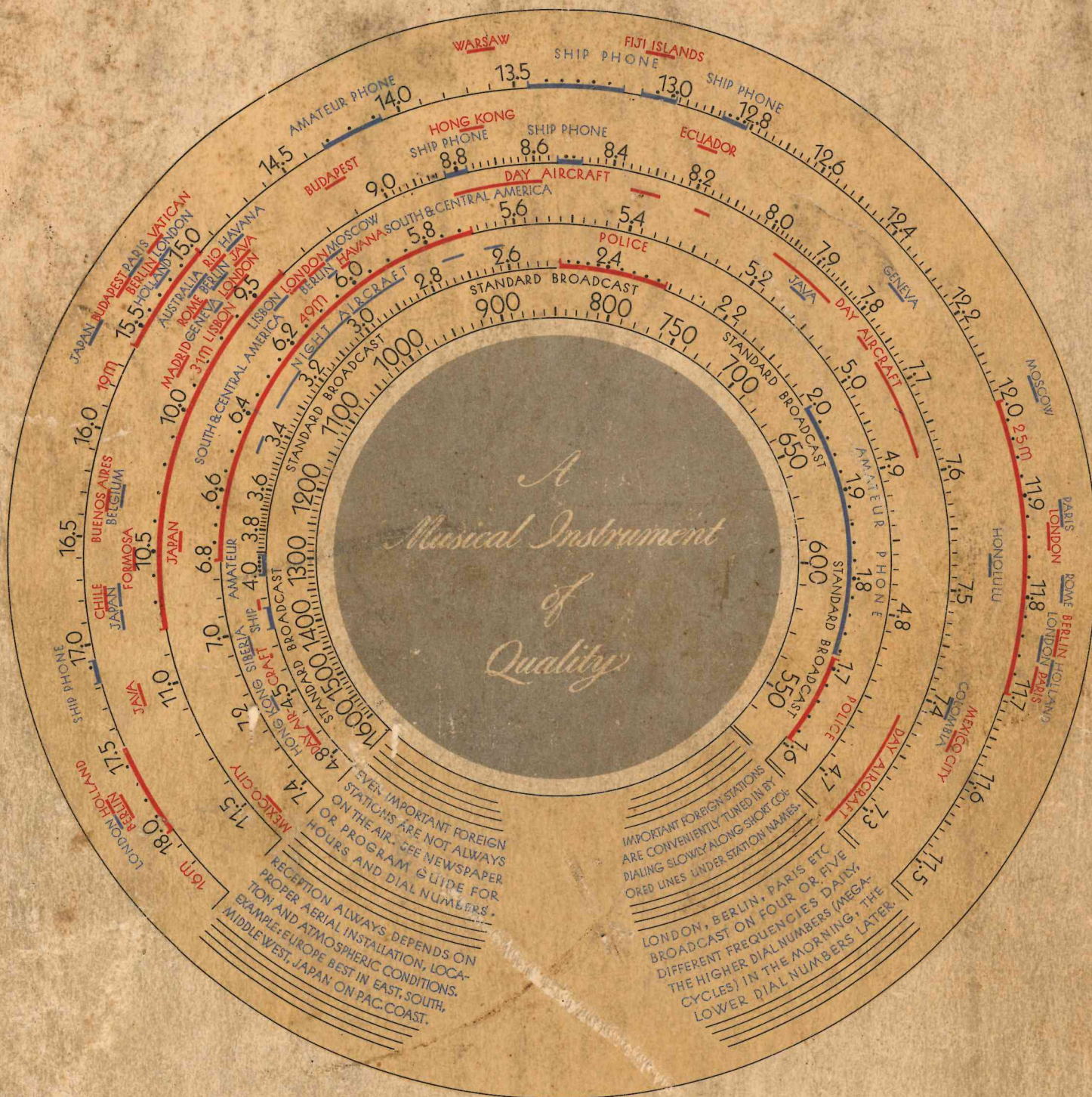
Here are the high spots of the plan:

1. Only 10% as down payment.
2. No service charge for dealer to pay.
3. Interest charge only $\frac{1}{2}$ of 1% a month.
4. No monthly payments until September except on merchandise sold at retail.
5. As dealer sells merchandise at retail, he pays only his cost price less the 10% already paid.
6. And then—the balance owed does not come due and payable until September, and even in September the dealer can get a 30-day renewal of balance due by simply paying 10% of balance due.

Remember—this new Philco Dealer Credit Plan not only permits the dealer to stock all models from \$49.95 up for floor stock, for retail selling, but it also includes the dealer's purchase of *display stock* of every model in the line at every retail price.

Dealers always buy Philco liberally early in the Summer. They know how fast Philco sells every month in the year. Tremendous Philco advertising. Early delivery of merchandise. Nation-wide public demand. And here is every dealer's chance to stock up for radio's greatest Summer business.

Philco Business is a 12 Months' Business!



THE NEW 1937 PHILCO SPREAD-BAND COLOR DIAL

with foreign stations named, located and spread farther apart!

It's the part of the Philco Foreign Tuning System everyone can see
... but it's just one part of a completely automatic, built-in system.