

PHILCO
BALANCED-UNIT
RADIO



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER
7-Tube Superheterodyne
BABY GRAND

SELECTIVITY— POWER—TONE

1. *Superheterodyne Selectivity*—every point on the Philco dial marks a program. Local and distant programs are separated with the utmost ease with the Glowing Arrow Station Finder.
2. *Screen Grid Power*—every Philco is packed with a wealth of power. Amazing volume is available, yet with no distortion.
3. *Balanced Philco Tone*—every Philco is exactingly and perfectly balanced in manufacture and again before it is allowed to leave the factory. This extra precision makes possible a perfect recreation of the broadcast programs with a fidelity and tone that is unparalleled.

NEW PHILCO 7-TUBE *Superheterodyne* HIGHBOY

A full size, full performing Highboy at an unbelievably low price. Newly perfected Philco Superheterodyne circuit with 7 tubes—4 Screen Grid. The new Pentode tube is also used for added power and improved tone. This Highboy has other splendid features, found only in radios selling at much higher prices. Chassis and genuine Electro-Dynamic Speaker are of the same Balanced-Unit construction used in more expensive models.

Here are the features of this fine Philco receiver:

Superheterodyne Balanced-Unit circuit.

7 Philco Balanced Tubes, 4 Screen Grid.

Pentode power tube.

Philco improved Electro-Dynamic Speaker.

Tone Control and Static Modifier.

Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder.

6 tuned circuits.

Sharp selectivity at ALL points on dial.

Great distance range.

Approved by Underwriters' Laboratories.

This massive Highboy is $39\frac{1}{4}$ " high and $23\frac{1}{2}$ " wide, of American Black Walnut with Figured Walnut instrument panel. The overlays are Quilted Maple and the pilasters of Pin Stripe Walnut.

Never before has such a full-size large furniture model been offered at such a sensationally low price!



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER

7-Tube Superheterodyne
HIGHBOY

BALANCED-UNIT RADIO CONSTRUCTION

Authorities everywhere acknowledge the marked superiority of *Balanced-Unit* radio construction—the secret of Philco's matchless performance.

It means simply this—that Philco engineers have brought into factory volume production a scientific balancing of electrical units one with another. A precision, accuracy and exactness never before considered possible in volume production methods.

NEW PHILCO 7-TUBE

Superheterodyne

LAZYBOY

Here you have the highly popular, unique, attractive Philco end table model. Aptly named, the Philco Lazyboy, this handy radio stands at your elbow for easy tuning while you loll indolently in your easy chair.

The Lazyboy model harmonizes perfectly with the room furnished in the modern manner or with any other home surroundings. The utmost in radio convenience is provided by placing the Lazyboy beside an easy chair with the controls at the user's finger tips. It is just the right height—and also serves as a beautiful smoking—or book end table.

And this Lazyboy is a full-performing Philco with Balanced-Unit tone and a host of other features.

Superheterodyne Balanced-Unit circuit.

7 Philco Balanced Tubes, 4 Screen Grid.

Pentode power tube.

Philco improved Electro-Dynamic Speaker.

Tone Control and Static Modifier.

Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder.

6 tuned circuits.

Sharp selectivity at ALL points on dial.

Great distance range.

Approved by Underwriters' Laboratories.

Careful matching of woods plays an important part in the rare beauty of this cabinet. The sides are vertical and horizontal Matched Pin Stripe Black Walnut and Figured Oriental Wood. Note particularly the diamond matching of the Pin Stripe American Walnut top. Painstaking hand rubbing—another *extra* Philco feature—brings added splendor to this exceptionally attractive model.



·PHILCO·

WORLD'S LARGEST RADIO MANUFACTURER

7-Tube Superheterodyne
LAZYBOY

STATION-RECORDING DIAL WITH GLOWING ARROW

Philco has achieved a new ease in tuning. The illuminated dial of every Philco is constructed of a special material on which may be logged the letters of the station, opposite the point at which it is received.

Thereafter, you simply bring these letters in the center of the brightly glowing arrow on the dial—the last word in convenient radio enjoyment.

NEW PHILCO 7-TUBE
Superheterodyne
RADIO-PHONOGRAPH

The greatest low priced combination radio-phonograph ever produced. All the combined enjoyment of both broadcast and recorded music.

The radio and amplifying equipment is a Superheterodyne and includes many extra and special features now available for the first time at an amazingly low price.

- Superheterodyne Balanced-Unit circuit.
- 7 Philco Balanced Tubes, 4 Screen Grid.
- Pentode power tube.
- Philco improved Electro-Dynamic Speaker.
- Tone Control and Static Modifier.
- Illuminated Station-Recording Dial.
- Glowing Arrow Station Finder.
- 6 tuned circuits.
- Sharp selectivity at ALL points on dial.
- Great distance range.
- Approved by Underwriters' Laboratories.

The phonograph is all-electric with self-starting turntable for any size record up to 12 inch. No spring to wind. Simply a snap of the switch and records are reproduced with all the clarity and beauty of tone with which they were created, electrically amplified through the radio and Electro-Dynamic Speaker.

The cabinet is of genuine Black Walnut with Figured Walnut instrument panel. Note particularly the scroll carving of the arch and the symmetry of the speaker grill, backed with rich tapestry. Fine woods and master workmanship combine to make this dual instrument of the greatest appeal to lovers of beautiful furniture as well as fine music.

The home with a collection of cherished records and the home where variety of entertainment is appreciated, both find a new order of enjoyment in this Radio-Phonograph. And all of this is now available at a price so low as to seem almost impossible.



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER
7-Tube Superheterodyne
RADIO-PHONOGRAPH

PHILCO RANGE SWITCH

Philco has again developed and perfected another amazing radio feature!

The Range Switch found on the 90 and 112 models is so designed as to insure easy, quiet tuning—and in addition it provides a means of so miraculously increasing the distance range of the set that enthusiastic users everywhere are establishing literally phenomenal reception records.

A limitless variety of programs from “everywhere” is made available for the Philco owner’s enjoyment.

NEW PHILCO 9-TUBE *Superheterodyne* BABY GRAND

Super radio performance in a compact, portable cabinet. All the power of nine tubes, all the selectivity of the perfected Philco Superheterodyne Circuit, all the colorful tone of the new Philco Electro-Dynamic Speaker and the four-point Tone Control. And the chassis is fully shielded, thereby making this set particularly adapted to city apartments and other crowded locations.

Note these particular features:

Superheterodyne Balanced-Unit circuit.

9 Philco Balanced Unit Tubes, 4 Screen Grid for great power.

Push-pull audio, 2 type 45 power tubes.

Oversize Philco improved Electro-Dynamic Speaker.

4-point Tone Control and Static Modifier. Select the tone you want—bright, brilliant, mellow or deep.

Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder—for ease in tuning. 4-gang tuning condenser.

7 tuned circuits.

Double-tuned pre-selector circuit—no cross-talk.

Extreme selectivity at ALL points on dial.

Range Switch for easy, quiet tuning; adds enormous distance range when wanted.

Tremendous volume with true clarity.

Approved by Underwriters' Laboratories.

The added beauty and fineness of finish of this larger Baby Grand cabinet is immediately seen. The instrument panel is *Matched Butt Walnut*, found usually only in expensive furniture. The Oriental Wood arch is V-Matched, adding to the richness of the American Black Walnut body. The cabinet rests on four base feet. Carefully hand rubbed, this table model sets a new standard of small cabinet beauty.

Never before has there been a radio like this—so ideally compact, so amazing in performance, so truly meeting the demand for a quality receiver at an amazingly low price.



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER
9-Tube Superheterodyne
BABY GRAND

EXACT SHIELDING OF CHASSIS

Exceptionally complete and careful shielding of the chassis is another evidence of superior Philco construction.

Every part of the chassis is protected by a costly system of shielding, thus always keeping the electric currents in absolute control and in definite, designated paths. This prevents any possibility of oscillation.

These Superheterodyne Philcos do not cause the slightest disturbance or unpleasant noises in other nearby radios. Two of them may be used in the same home—a regular and an extra set—without interference and with perfect results from each.

NEW PHILCO 9-TUBE

Superheterodyne

LOWBOY

Beyond question here is one of the most popular models of the entire Philco line. In appearance and performance it is ideally suited to countless homes. An amazing radio value is represented by the remarkably low Philco price.

This Superheterodyne receiver has numerous features and EXTRA features exclusively PHILCO.

Superheterodyne Balanced-Unit circuit.

9 Balanced Tubes, 4 Screen Grid.

Push-pull audio, 2 type 45 power tubes.

Oversize Philco improved Electro-Dynamic Speaker in both Lowboy and Highboy.

4-point Tone Control and Static Modifier—select the tone you want—brilliant, bright, mellow or deep.

Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder.

4-gang tuning condenser.

7 tuned circuits.

Double-tuned pre-selector circuit.

Extreme selectivity at ALL points on dial.

Range Switch for easy, quiet tuning; adds enormous distance range when wanted.

Tremendous volume with true clarity.

Approved by Underwriters' Laboratories.

The rich appearance of the cabinet is secured by blending American and Figured Black Walnut top, ends and instrument panel with an Oriental Wood arch and Quilted Maple decorations. The finish is hand rubbed, bringing out all the beauty of the cabinet work and design.



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER
9-Tube Superheterodyne
LOWBOY

PHILCO TONE CONTROL

The wonderful device that gives the user actual control of the broadcasting station tone. At the touch of your finger tips you now get just the tone you prefer—brilliant, bright, mellow or deep.

Whether brass band, symphony orchestra, vocal selection or broadcast lecture—select the tone you wish to fit the program or your mood.

NEW PHILCO 9-TUBE
Superheterodyne
HIGHBOY
(with doors)

Truly a great radio, great because of the superb beauty of the genuine Walnut cabinet, great because of the *extra* value represented at the remarkably low price, and particularly great because of its marvelous performance and superb tone.

Only in a Philco will be found such an imposing array of features at such an attractive price.

Superheterodyne Balanced-Unit circuit.

9 Philco Balanced Tubes, 4 Screen Grid for great power.

Push-pull audio, 2 type 45 power tubes.

Oversize Philco improved Electro-Dynamic Speaker.

4-point Tone Control and Static Modifier. Select the tone you want—bright, brilliant, mellow or deep.

Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder—for ease in tuning.

4-gang tuning condenser.

7 tuned circuits.

Double-tuned pre-selector circuit—no cross-talk.

Extreme selectivity at ALL points on dial.

Range Switch for easy, quiet tuning; adds enormous distance range when wanted.

Tremendous volume with true clarity.

Approved by Underwriters' Laboratories.

The rare beauty of the cabinet is brought out by careful hand rubbing. When closed, the doors present a face of perfectly matched Butt Walnut; when open they disclose the Pin Stripe Walnut back. In either position they blend perfectly with the top and ends of American Black Walnut, and Figured Walnut instrument panel. The arch and decorations are V-Matched Oriental Wood and Quilted Maple; the pilasters Pin Stripe Walnut.

Sensitive-Selective—Powerful—Toneful, this great receiver has established amazing performance records in the hands of enthusiastic owners.



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER
9-Tube Superheterodyne
HIGHBOY
(With Doors)

NORMAN BEL-GEDDES

Artist and designer, whose creations in rich distinctive furniture and decorative originations have given him a world-wide fame.

The superb design and rich elegance of the Philco furniture, housing the marvelous Superheterodyne-Plus radios, is the handiwork of this great artist. Never before have radio furniture cabinets presented such rare beauty.

NEW PHILCO 11-TUBE

Superheterodyne-Plus

LOWBOY

Never before such a marvelous radio—the Philco Superheterodyne-Plus! Admittedly the greatest radio receiver the world has ever known, it is now brought within the reach of everyone who longs for a truly super-performing set in rich, magnificent furniture. Into this Philco is built every up-to-date radio feature—every extra feature to give it greater performance than even the most exacting may ever use.

Exclusive Philco Balanced-Unit Superheterodyne-Plus circuit.

11 Philco Balanced Tubes.

Automatic Volume Control counteracts fading of distant stations and blasting of locals. Makes distant stations tune in like locals. Prevents nerve shock from blasting in of strong stations when changing the tuning.

Oversize Philco improved Electro-Dynamic Speaker.

4-point Tone Control and Static Modifier—select the tone you want—brilliant, bright, mellow or deep.

Drum type Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder.

4-gang tuning condenser.

8 tuned circuits.

Double-tuned pre-selector circuit.

Extremely sharp tuning at ALL points on dial.

Range Switch for easy, quiet tuning; adds enormous distance range when wanted.

Tremendous volume with perfect clarity.

Volume-Level Control prevents distortion and reduces background noise, giving clearest and most natural reproduction.

Approved by Underwriters' Laboratories.

The Lowboy cabinet in which this wonderful set is housed is a superbly beautiful piece of furniture. The design is by Norman Bel-Geddes, known for his artistic creations. It is executed in walnut; the figured instrument panel is framed in V-Matched Oriental Wood, Matched Butt Walnut pilasters carry out the design theme, executed in the top and sides in American Black Walnut. Careful hand rubbing perfectly finishes the painstaking cabinet work.

Every point on the dial of this wonderful set is alive! Distant and local stations are received with perfect clarity and enjoyable volume. Radio holds new wonders and new pleasures for the owners of this great Philco.



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER

11-Tube Superheterodyne-Plus
LOWBOY

AUTOMATIC VOLUME CONTROL

Remarkable Philco device that counteracts fading of distant stations—holding them at uniform, steady, enjoyable volume. It actually brings in faraway stations like locals.

The Automatic Volume Control also holds the volume of local stations within reasonable bounds. It saves the user from the irritation and annoyance of loud blasting-in of local stations while changing the tuning.

NEW PHILCO 11-TUBE
Superheterodyne-Plus
HIGHBOY
(with sliding doors)

The fame of Philco radio is now brought to new heights in this marvelous Highboy model. All the ingenuity of the Philco research engineers has been concentrated on this, the greatest of all radio receivers. Every up-to-date, last-minute radio improvement is included, plus *extra* features found only with Philco.

Exclusive Philco Balanced-Unit Superheterodyne-Plus circuit.

11 Philco Balanced Tubes.

Automatic Volume Control counteracts fading of distant stations and blasting of locals. Prevents nerve shock from blasting in of strong stations when changing the tuning.

Push-pull audio with 2 type 45 power tubes.

Oversize Philco improved Electro-Dynamic Speaker.

4-point Tone Control and Static Modifier.

Drum type Illuminated Station-Recording Dial—perfectly designed for logging stations.

Glowing Arrow Station Finder—for ease in tuning.

4-gang tuning condenser.

8 tuned circuits.

Double-tuned pre-selector circuit—no cross-talk.

Extremely sharp tuning at ALL points on dial.

Range Switch for easy, quiet tuning; adds enormous distance range when wanted.

Tremendous volume with perfect clarity.

Volume-Level Control prevents distortion and reduces background noises, giving clearest and most natural reproduction.

Approved by Underwriters' Laboratories.

This exquisite cabinet was designed by Norman Bel-Geddes, world-famous for his rich, distinctive furniture creations. The entire face of the cabinet is centre Matched Butt Walnut of rare, selected grain. The instrument panel is Figured Black Walnut. Each cabinet is carefully finished by hand rubbing, blending the beautiful woods to a perfected whole of matchless appearance.

This Philco Highboy is the greatest radio of all time—superb in performance, unexcelled in quality and positively unmatched in value.



·PHILCO·
WORLD'S LARGEST RADIO MANUFACTURER

11-Tube Superheterodyne-Plus
HIGHBOY
(With Sliding Doors)

SUPERHETERODYNE-PLUS BALANCED-UNIT CIRCUIT

Positively the last word—the finest and the ultimate in modern radio development. Greater power, greater distance, greater selectivity—purer, clearer, even more wonderful Philco Balanced-Unit Tone.

And only Philco can combine Superheterodyne performance with Screen Grid power in that famous Philco Balanced-Unit construction.

NEW PHILCO 11-TUBE

Superheterodyne-Plus

AUTOMATIC RADIO-PHONOGRAPH

(with sliding doors)

This superbly beautiful new Philco Model *combines* all the features of the Superheterodyne-Plus radio with an all-electric automatic phonograph of advanced design for the faultless reproduction of recorded music. Never before has such a variety of entertainment been available. Never before such living re-creation of both broadcast and recorded programs. And never before such an instrument at a price which immediately assures an amazing value.

When a phonograph concert is desired, a forty-five-minute program is rendered automatically and without attention by the simple turn of a switch. Records are changed by an ingenious all-electric mechanism, re-created and amplified by the Superheterodyne circuit and new Electro-Dynamic Speaker. A complete opera may be heard from start to finish without leaving one's easy chair.

And as a radio, this greatest of all receivers will render an unsurpassed performance. The super-selectivity of the new Philco Circuit assures perfect reception of both local and far distant stations, clear-cut and without cross-talk or interference. Automatic Volume Control holds the program at constant, enjoyable level without attention. The Tone Control gives the listener complete mastery of the program, providing four settings, "Brilliant," "Bright," "Mellow" and "Deep," to suit the individual preference. A new ease in tuning is made possible by the Illuminated Station-Recording Dial with Glowing Arrow Station Finder. And 11 tubes in this Balanced-Unit receiver assure a reserve of power to meet any occasion.

And in addition note the following features:

Volume-Level Control prevents distortion and reduces background noise, giving clearest and most natural reproduction.

Tremendous volume with perfect clarity.

Range Switch for easy, quiet tuning; adds phenomenal distance range when wanted.

Extremely sharp tuning at ALL points on dial.

Double-tuned pre-selector circuit.

8 tuned circuits.

4-gang tuning condenser.

Push-pull audio with 2 type 45 power tubes.

11 Balanced Philco Tubes.

Norman Bel-Geddes, noted for his premier creations of artistic furniture, has here reached new heights of design. Noted for fine furniture, Philco has surpassed all previous effort in this magnificent cabinet of perfectly matched Butt Walnut and American Black Walnut. The instrument panel is Tapis Biscara, a rich fabric, which blends perfectly with the hand-finished woods when the sliding doors are opened.

For enjoyment, for quality, for tone, for value, there is nothing which even approaches this instrument—the greatest of all Philcos.



·PHILCO·

WORLD'S LARGEST RADIO MANUFACTURER

11-Tube Superheterodyne-Plus
AUTOMATIC RADIO-PHONOGRAPH
(With Sliding Doors)

