

The new PHILCO RADIO

**UNBALANCED RADIO
MEANS DISTORTED TONE**



**BALANCED PHILCO
MEANS TRUE CLEAR TONE**



When Jessica Dragonette, famous star of the Philco Hour, sings, her glorious voice goes over the air without blur or distortion. And yet on many sets, the tone which comes from the loud speaker is muffled or blurred. That is due to lack of balance in the receiving set. Often people become so accustomed to distorted tone that they don't realize they are being robbed of the sparkle and zest of the original program. Are you *sure* your present set is not depriving you of much radio pleasure which you *would* enjoy with a Balanced-Unit Philco? Hear the new Philco and you'll realize how revolutionary—how marvelously true and clear and rich—is the tone which Philco achieves by super-exact balancing of electrical units.

“ . . . AND THEN HE GOT A PHILCO ”

is singing its way into thousands of homes!

THOUSANDS OF PEOPLE who, only a few months ago, were quite proud of their radios, now are replacing them with Balanced-Unit Philcos.

Why?... Because the new Philco makes worthy radios of the past seem inadequate. We believe you will find it several leaps ahead of any set to which you have ever listened. It is the finest radio the world has yet known, or is likely to know for a long time to come.

Dealers, with their expert knowledge of radio, quickly recognized this superiority. At the National Radio Dealers' Convention in Chicago, each manufacturer exhibited his new models; dealers *inspected* them all; dealers *listened* to them all, then *flooded* the Philco booth with orders.

Today, on a much larger scale, the events of the Chicago Radio Convention are being repeated in every city of the country.

And the reason is this: Philco's true, clear, wonderfully rich tone — even if there were not a single additional feature — would sell thousands of sets daily.

But the new Philco has *many* other features. Selectivity, for example, so sharp that it comes sweeping station after station which the ordinary set cannot pick up. Distance ability that reaches out for programs thousands of miles away. Cabinets created by the two leading furniture designers in America, built of costly and handsome woods — butt walnut, Oriental walnut, bird's-eye maple, arbor vitae burl — and in the case of the highboys, fitted with genuine tapestry over the speaker.

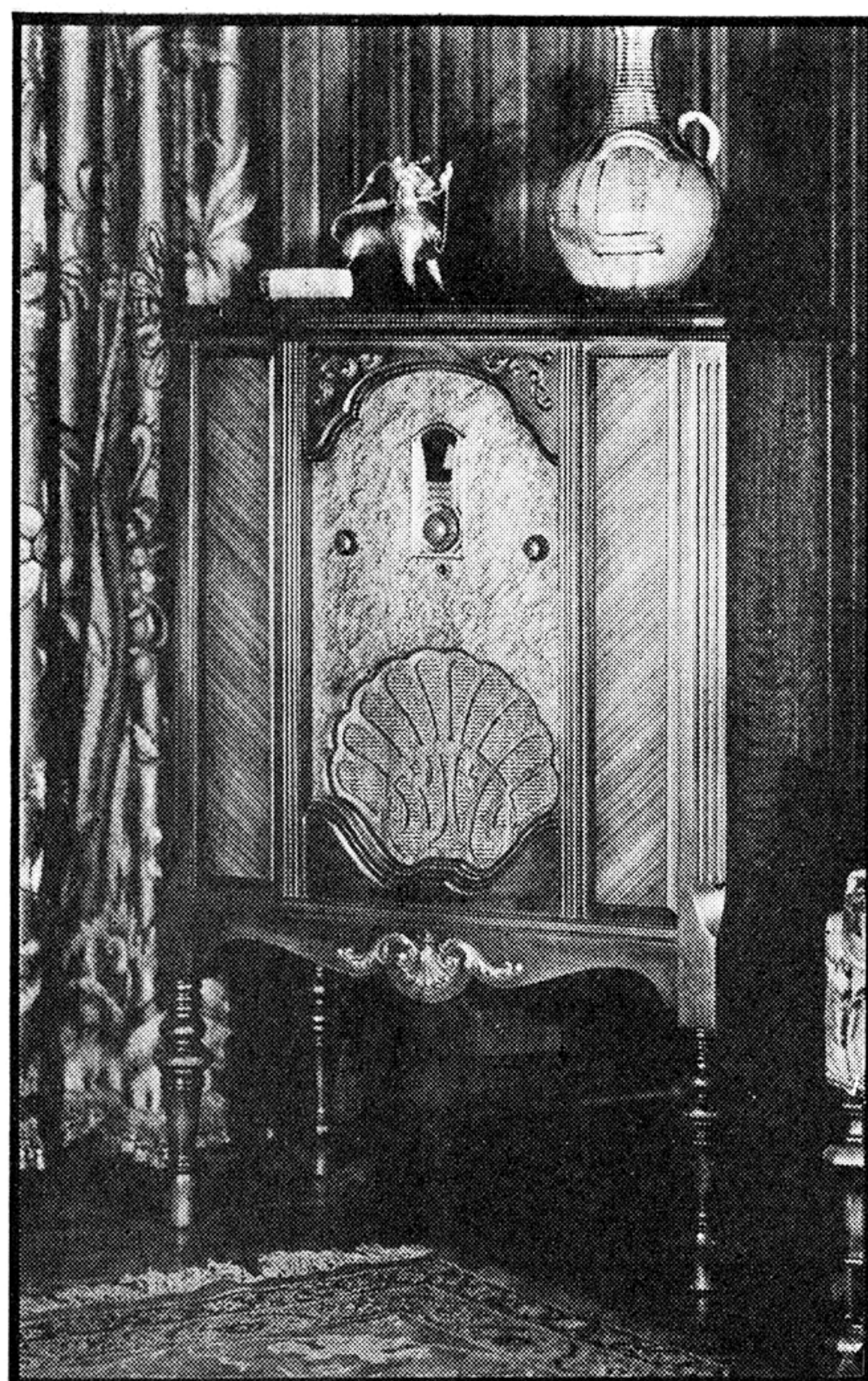
The new Philco will sell you too, when you hear it — and you can hear it at home on free demonstration. Perhaps you will duplicate the experience of hundreds of Philco owners who have often listened to Cuba, California, Mexico, Canada, and — if they're near the Pacific Coast — even Japan and Australia.

Of course location and weather conditions must be just right for distance so extraordinary as that, but even under ordinary conditions, the Philco Neutrodyne-Plus frequently brings in stations far across the continent.

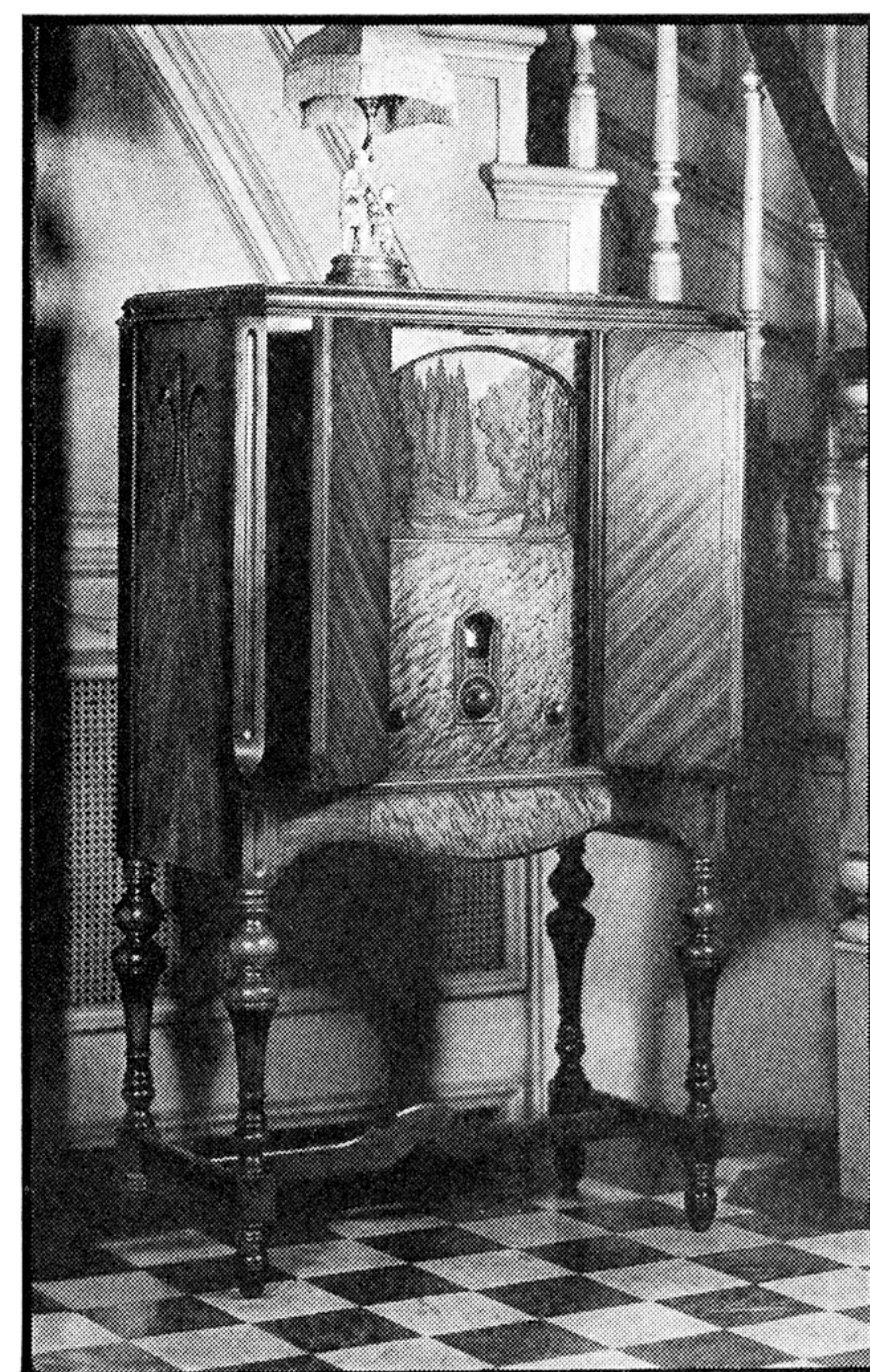
Hear it today. Your nearest Philco dealer will gladly arrange easy terms, if you decide to buy.

PHILCO, PHILADELPHIA, PA.

Makers also of the famous Philco Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.



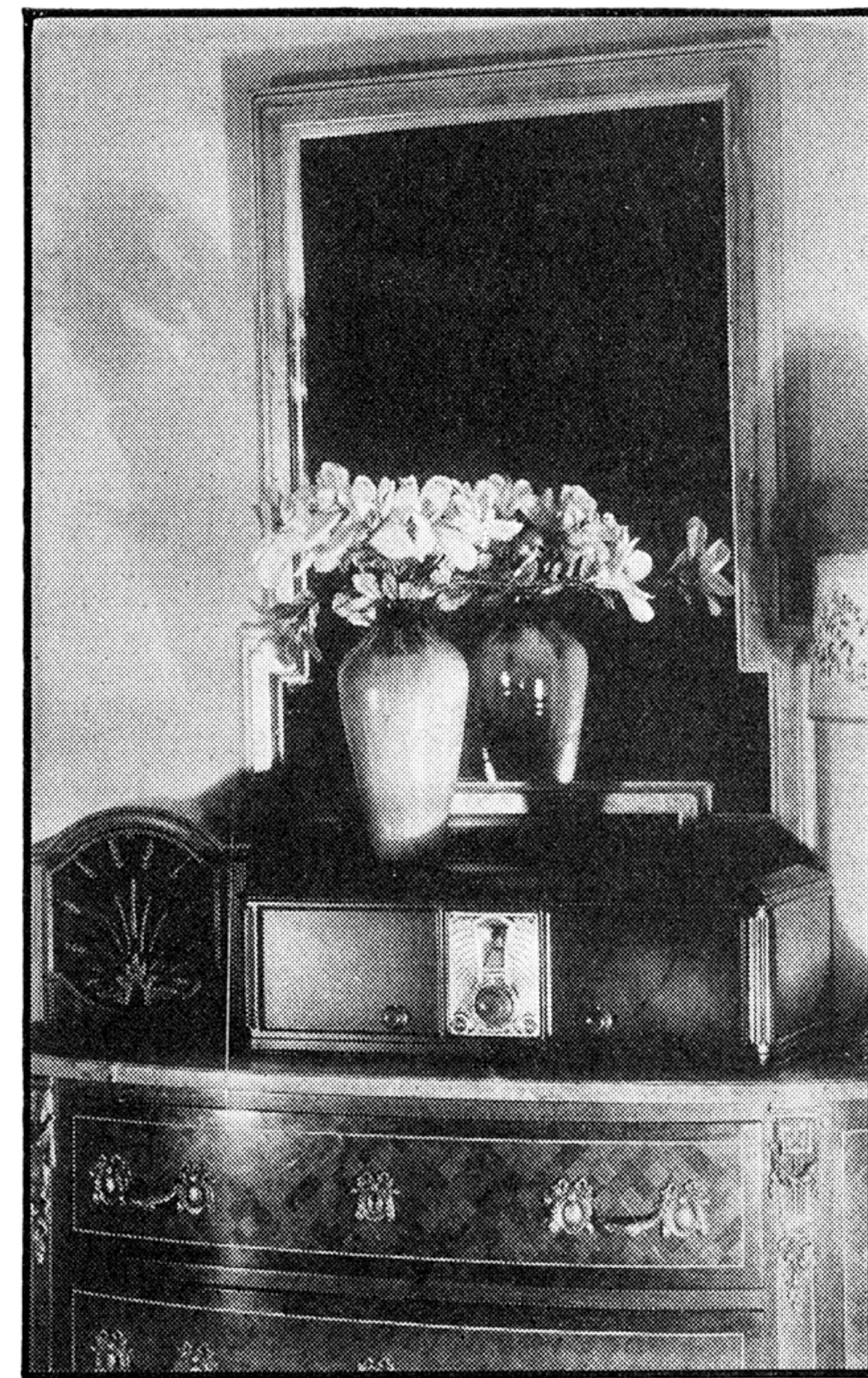
BALANCED-UNIT LOWBOY
Neutrodyne-Plus Screen Grid
\$12950 \$11950



BALANCED-UNIT HIGHBOY
Neutrodyne-Plus Screen Grid
\$14950 \$13950



BALANCED-UNIT HIGHBOY DELUXE
Neutrodyne-Plus Screen Grid
\$20500 \$19500



BALANCED-UNIT TABLE MODEL
Screen Grid Electro-Dynamic
Receiver Speaker
\$6700 \$3250

Tubes extra. Prices slightly higher in Canada, Rocky Mountains and West.

EVERY Philco model, regardless of price, uses a GENUINE Electro-Dynamic Speaker and TWO of the new extra powered 245 tubes, push-pull. Tune in the Philco Hour every Friday night, 9:30 Eastern Daylight Saving Time

ALL-ELECTRIC



BALANCED-UNIT RADIO