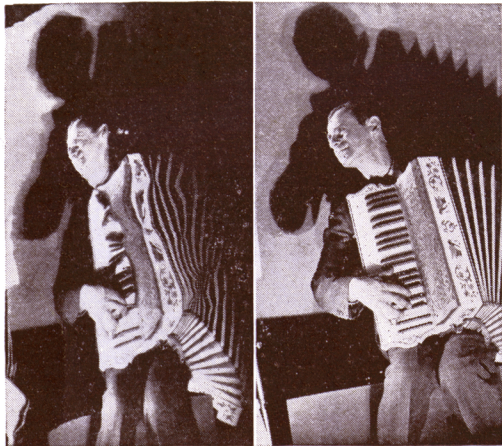


UNBALANCED RADIO
Means distorted tone

BALANCED PHILCO
Means true, clear tone



Pictured at the left is the distorted tone, typical of the radio whose units are in only approximate balance. At the right is pictured the wonderfully true, clear tone which Philco achieves in every set by extraordinarily exact balancing of all units.

WITHOUT ANY OBLIGATION ON
YOUR PART, WE WILL GLADLY GIVE

A Free Demonstration

OF THE NEW

PHILCO

BALANCED-
UNIT RADIO

The
FAMOUS LINE OF



BALANCED-UNIT
RADIO

with the new

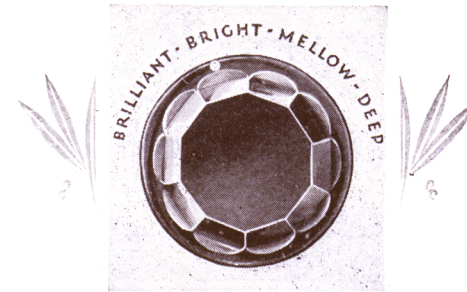
TONE CONTROL
and new

STATION RECORDING DIAL

ROSS R. SMITH
WEST EMAUS STREET
AUTHORIZED PHILCO AGENT

PHILCO, PHILADELPHIA, PA.

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



TONE CONTROL
Radio's Newest Miracle

PHILCO Tone Control is *your personal touch to radio reception*. Now, with your own hand, in your own home, you can reach out and instantly *change* the tone of radio stations and programs to suit your tastes and moods. You can turn the Philco Tone Control to your choice of these *four positions* of tone quality — brilliant — bright — mellow — deep. Bring in your favorite jazz band with the crisp, snappy tone of dance-floor *reality*. Bring in classical music, great singers, famous speakers, with the particular tonal pitch best suited for each. Reproduce all programs the way YOU PERSONALLY like best. And for radio stations which come in harshly in your locality, or are marred by "interference," turn Tone Control to "mellow" or "deep," thus reducing noise and stridency so you can enjoy many additional fine programs.

New Station Recording Dial

Philco's new illuminated dial is designed so that you can permanently log your favorite stations and thus tune in the programs you regularly listen to with ease and facility.

**TWO
GREAT NEW CHASSIS**

Model 77 Philco Screen Grid

This 7-tube chassis has distance, power, selectivity, super-acute sensitivity and the glorious Philco tone. All models have the new and improved Electro-Dynamic Speaker, Balanced-Unit construction for UNDISTORTED TONE, Double-Tuned Input Circuit, Linear Detector Action (using a Screen Grid Tube for detector which just about doubles amplification), high and equalized sensitivity, super-selectivity anywhere on the dial, and new Station Recording Dial on which your favorite stations can be logged.

Model 96 Philco Screen Grid Plus

This is a super set which out-performs any set on the market. Here is super-power for distant stations, 9 tubes, Multiplex Detector Circuit, built-in aerial, *Automatic Volume Control* which counteracts fading so you can not only get, but *hold* and enjoy, the fine programs of distant stations. In addition, all models have the new Electro-Dynamic Speaker, Balanced-Unit construction for UNDISTORTED TONE, Double-Tuned In-put Circuit, Linear Detector Action, high equalized sensitivity, super-selectivity and the new Station Recording Dial on which you can log your favorite stations.

TONE CONTROL

And on every model Philco TONE CONTROL—your choice of four shades of tone quality — Brilliant — Bright — Mellow or Deep, according to the particular broadcasting station and program and your own mood.

Use Philco TONE CONTROL set at Mellow or Deep to cut down local interference and make radio reception enjoyable for the first time in many noisy locations.

Philco Balanced Unit Radios—with the Marvelous Tone Control

Beautiful Cabinets in a Wide Range of Styles and Prices



The Radio-Phonograph

New 9-Tube Screen Grid Plus combined with Electric Phonograph; Tone Control of both radio programs and records. Exquisite cabinet of American black walnut, matched butt walnut and Oriental wood, hand-rubbed satin finish; American Gobelin Tapestry over speaker; *Automatic Volume Control*; built-in aerial; new, sensational tone-arm pick-up and electrical reproduction of records *through* the radio set.

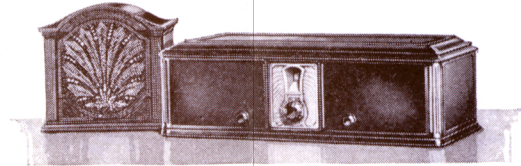
The Radio-Phonograph, Model 296 . . . \$198.00



The Highboy

New 9-Tube Screen Grid Plus chassis built into an exceptionally beautiful cabinet of American walnut, with 100 per cent figured matched butt walnut pilasters and instrument panel; hand-rubbed satin finish; American Gobelin Tapestry over speaker; *Automatic Volume Control*; built-in aerial. Screen Grid Plus Highboy, Model 96 \$145.00

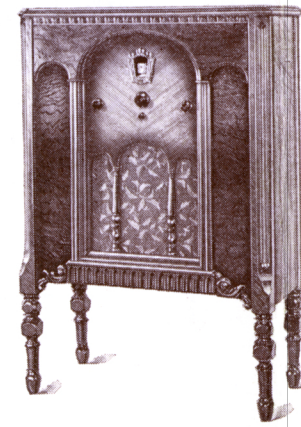
A Highboy De Luxe, Model 41, available for direct current in equally handsome cabinet . . . \$149.50



The Table Model

Price, Screen Grid Receiver . . . \$55.00
Price, Screen Grid Plus Receiver . . . \$85.00
Price, Electro-Dynamic Speaker . . . \$25.00

Every Philco model, regardless of price, has Philco Tone Control, new Station Recording Dial for permanently logging favorite stations; new improved Electro-Dynamic Speaker; two new power tubes, push-pull; extreme selectivity and distance getting ability; and, due to Philco exclusive Balanced-Unit construction, they are all free from blur, hum and distortion.

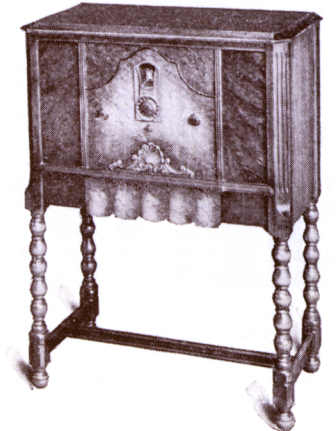


The Lowboy

New 7-Tube Screen Grid receiver in remarkably handsome open-face cabinet of American black walnut with instrument panel of V-matched Oriental wood; butt walnut panels and arch; hand-rubbed satin finish; American Gobelin Tapestry over speaker.

Screen Grid Lowboy, Model 77 . . . \$110.00

An equally attractive Lowboy, Model 41, also available for direct current . . . \$119.50



The Console

New 7-Tube Screen Grid receiver in a beautiful compact console cabinet specially designed to fit the requirements of the modern small room. Genuine butt walnut and bird's-eye maple, hand-rubbed satin finish. Concealed opening for the new improved, Electro-Dynamic Speaker.

Screen Grid Console, Model 77 . . . \$95.00

The Model 41, direct current chassis, is also available in an attractive Console . . . \$99.50