

THE **PLUS** IN
PHILCO'S
NEW SUPERHETERODYNE-PLUS

11-Tube Power—More than the average owner needs, but wonderful to reach out and bring in the programs you want.

Automatic Volume Control—Making this great power usable by holding reception at constant level *without fading*

Tone Control—Four qualities of tone, "Brilliant," "Bright," "Mellow," "Deep"—whichever you like, at a touch of the finger.

Superheterodyne Selectivity—Combined with the sensitivity of Screen Grid Tubes, recognized as the most perfect circuit known.

In addition to split-hair selectivity, the 11-tube Superheterodyne-Plus is the surest, most accurate tuning set in the world—because of the glowing arrow on the Station Recording Dial. You simply log your favorite stations on the dial, and then, ever afterward, you tune in these stations with perfect accuracy by simply bringing the call letters exactly under the glowing arrow.

Philco Balanced Tubes—An important contribution to Philco's superb tone, power and selectivity. Any radio works better with Philco Tubes. Try them.

SOLD BY
E. P. WEBSTER
IRASBURG, VT.

NEW 1931



MODELS

Make Your Choice From
The World's Largest Selling
and Most Complete
Radio Line

Unbalanced Radio



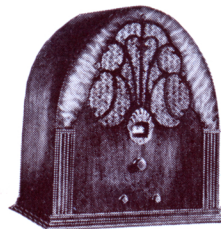
Balanced Philco



PHILCO, PHILADELPHIA, PA.

Also makers of radio receivers for operation on AC or DC current—Battery-operated sets.
Philco-Transitone Radio for automobiles
Philco Balanced Tubes.

Philco Baby Grand



Genuine Walnut and quilted Maple cabinet. 16 inches wide, 17½ inches high. Complete with built-in Electro-Dynamic Speaker and illuminated Station Recording Dial.

\$49.50 less tubes

Sold with 7 Philco Balanced tubes

Philco Baby Grand is the One Set of its Size that is a "Big" Radio in Performance

Philco Baby Grand is a 7-tube set (3 Screen Grid); genuine Electro-Dynamic Speaker built in; Push-Pull Audio; No Cross-Talk; High Selectivity; Acute Sensitivity; Good Distance Ability; Illuminated Station Recording Dial; Single Dial Control; All-Electric Operation AND Philco Balanced Units—Big Tone—Full, True, Clear and Undistorted.

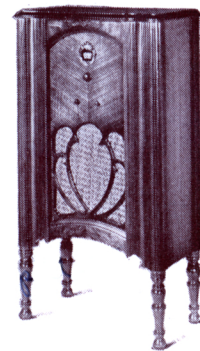
Philco Model 20 Lowboy

Beautiful Walnut cabinet. Uses 7 tubes (3 Screen Grid). Complete with built-in Electro-Dynamic Speaker and Station Recording Dial.

\$69.50

less tubes

Sold with 7 Philco Balanced tubes



Enjoy Radio as You Ride With a Philco Transitone Automobile Radio

At last radio has been perfected for use in your automobile. Magic reception while you drive, simply at a touch of your finger. Automatic Volume Control prevents fading. Genuine Electro-Dynamic Speaker and Balanced Units give marvelous tone. 7 tubes (3 Screen Grid). Illuminated Station Dial. Single Dial Control. Can be installed the day you buy it.

\$65.00

Including tubes, less "B" batteries and installation

Wonderful New All-Electric Radio-Phonograph

7 tubes (3 Screen Grid)

Genuine Electro-Dynamic Speaker

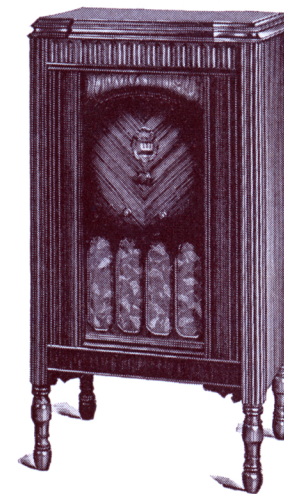
Electrically driven motor, self-starting turntable and electrical pick-up

Takes full-size 12-inch Records

Illuminated Station Recording Dial

\$99.50

less tubes



Record-Breaking Value

Here is the whole world of radio and phonograph entertainment brought within the reach of every home. For people who have always wanted the *combined* enjoyment of radio and phonograph records, but have hesitated over the investment, this new combination is ideal. Never before has a radio with fine, big tone, good distance ability, screen grid sensitivity and selectivity, ever been combined with a high-quality phonograph at such a price. Beautiful furniture piece of genuine walnut with V-matched Oriental wood instrument panel and quilted maple arch. Genuine Tapestry over the Speaker greatly enhances the beauty of this set.

PHILCO SUPERHETERODYNE-PLUS

11 Tubes » » Tone Control » » Automatic Volume Control » » Station Recording Dial » » Screen Grid » » Balanced Unit

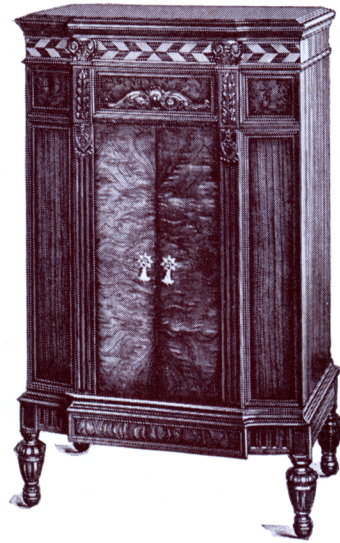
Philco Superheterodyne-Plus

A NEW and revolutionary radio, combining the exclusive Philco balanced-unit Screen Grid circuit with the superheterodyne, to form a startling advancement in radio reception.

The superheterodyne is the most selective circuit known. The screen grid is the most powerful. Balanced units have eliminated distortion. Now Philco engineers have combined all three principles in a miraculous new radio. The enormous power of this 11-tube receiver will bring you programs you have never heard. Its Automatic Volume Control will hold them at constant level without fading. Its superheterodyne selectivity will untangle for you the traffic jams of the air. Its Station Recording Dial makes it the easiest, most accurately tuning set in the world. Simply log your favorite stations under the glaring arrow on the dial and then ever afterwards you tune in with perfect accuracy by simply bringing the call letters exactly under the glaring arrow. The particular program you want, among crowded city stations or out in the country, is selected accurately, easily, without overlapping.

Fascinating to your ear will be the tone, the wonderful realism, of any and all programs you bring in. The lifelike reproduction is breathtaking. You have never heard a radio like this. It has just been perfected.

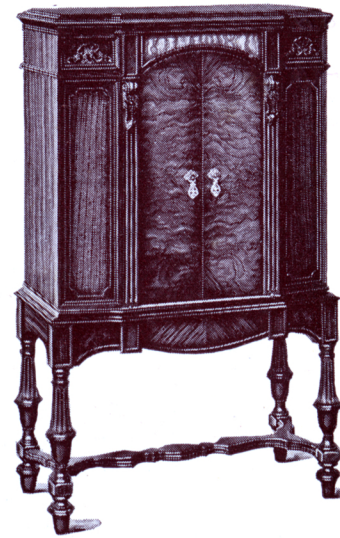
Each Superheterodyne-PLUS is equipped with Tone Control and built-in Electro-Dynamic Speaker.



11-Tube All-Electric Radio-Phonograph with Automatic Record Changer

TO all the advantages of the finest radio made and the finest phonograph available, Philco has added **AUTOMATIC RECORD CHANGER**, which plays ten 12-inch or 10-inch records without any attention whatever, making possible a full 45-minute program of music of your own selection. The cabinet is a furniture piece that every woman will be delighted to own.

Superheterodyne-Plus Radio-Phonograph . . . **\$272**
less tubes
Screen Grid-Plus Radio-Phonograph . . . **\$198**

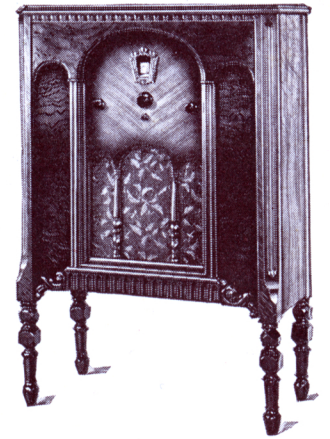


11-Tube Highboy with Doors

THIS exquisite cabinet is executed in pencil-stripped walnut and highly figured butt walnut. The front is enriched with carvings and quilted maple overlay. The receiver inside is the new Screen Grid Superheterodyne-PLUS described at the left. Never before such an exquisite cabinet within \$100 of its price.

Superheterodyne-Plus Highboy with Doors . . . **\$155**
less tubes

A Highboy, Model 42, available for direct current in equally handsome cabinet . . . **\$145**
Model 30, Battery Set . . . **125**



11-Tube Lowboy

CONTAINING the new 11-tube Superheterodyne-PLUS described at the left. This handsome cabinet is of American black walnut with instrument panel of V-matched Oriental wood, butt walnut panels and arch, hand-rubbed satin finish and American Gobelin Tapestry over the Speaker.

Superheterodyne-Plus Lowboy . . . **\$129.50**
less tubes

Also Marvelous Screen Grid Lowboy . . . **\$110**

An equally attractive Lowboy, Model 42, also available for direct current . . . **\$119.50**
Model 30, Battery Set . . . **99.50**

ALL PRICES LESS TUBES. » » » ALL PRICES SLIGHTLY HIGHER IN CANADA DENVER AND WEST