

For jobs an ordinary radio can't handle



SCREEN GRID PLUS WITH AUTOMATIC VOLUME CONTROL

HERE is a radio not only powerful enough to pick up stations thousands of miles away, not only selective enough to escort them through crowded locals, but with an automatic volume control to hold these distant stations without fading.

If you live in the city, you have probably discovered that transcontinental stations cannot be singled out by the ordinary set. Only by such *super-sharp selectivity* as that of Philco Screen Grid Plus can these far-away stations be escorted through the barrage of strong locals.

Or if you live in the country, far from good broadcasting, you don't need selectivity to bring in the ten thousand dollar programs, but you *do* need *enormous power*; power far and away beyond that of the ordinary set; power equal to that of the unique Philco Screen Grid Plus.

Your wife will like Screen Grid Plus because its enormous power brings in more daylight reception than ever before possible.

Even for ordinary use Philco Screen Grid Plus pre-

sents certain advantages. It has special features which reduce static and background noises—tend to hold weak and strong stations at equal loudness and provide, without distortion, almost auditorium volume for dancing or entertaining. As in Philco Neutrodyne-Plus, there is a built-in aerial for use where an external aerial is inconvenient.

And as in all Philco models—wonderfully rich, true, clear tone, made entirely free from distortion by Philco super-exact balancing of all units.

Your dealer will gladly arrange free demonstration of any Philco model and easy terms if you decide to buy.

PHILCO, PHILADELPHIA, PA.
Makers of the famous Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.
In Canada: Philco Products, Ltd., Toronto

On Sunday, December 8th, Philco again sponsors the broadcasting of Leopold Stokowski and the great Philadelphia Orchestra. The regular Philco Hour continues every Friday at 9:30 P. M. over the N. B. C. nation-wide network.

THE PHILCO LOWBOY

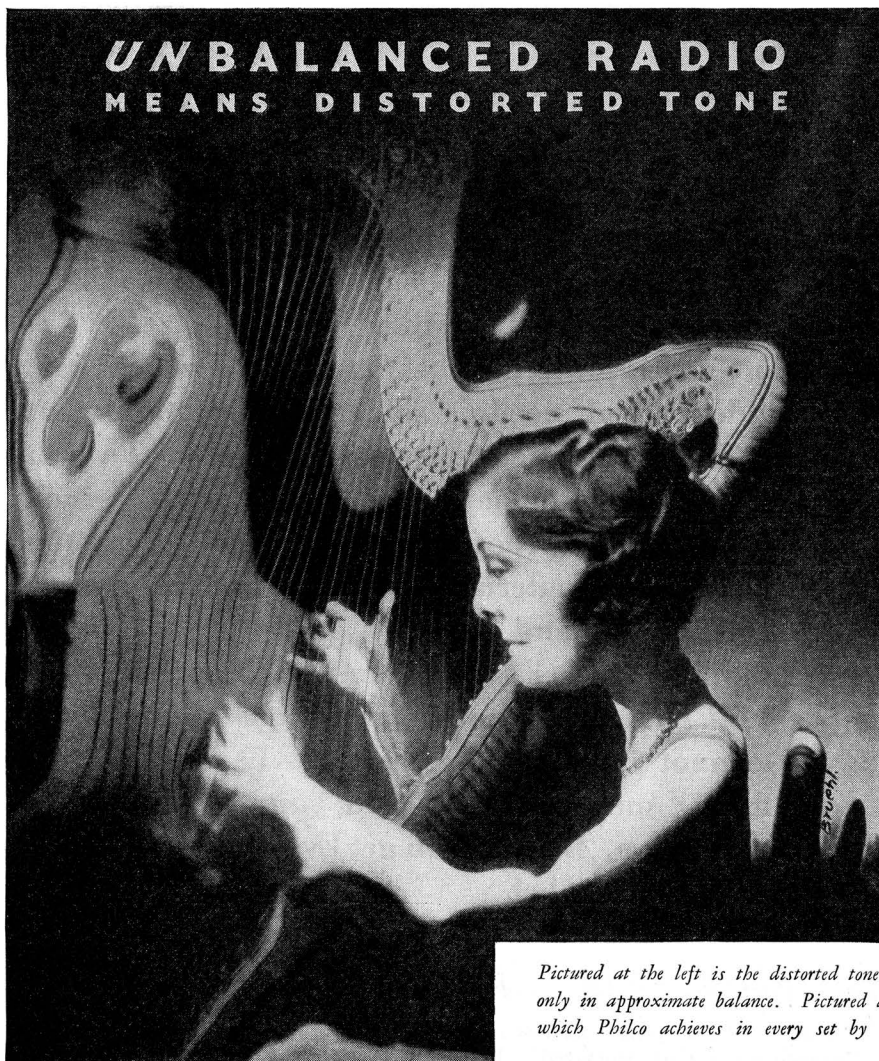
- With Screen Grid Chassis \$119.50
- With Neutrodyne-Plus Chassis . . \$129.50
- With Screen Grid Plus Chassis . . \$149.50

A full range of other exquisite furniture models.

- Highboys from \$139.50 to \$169.50
- De Luxe Highboys from \$195.00 to \$225.00

According to type of chassis selected.

Slightly higher in Canada, Rocky Mountains and West. Each model, regardless of price, includes a built-in Electro-Dynamic Speaker with TWO 245 power tubes, push-pull. All prices less tubes.



**UNBALANCED RADIO
MEANS DISTORTED TONE**



**BALANCED PHILCO
MEANS TRUE CLEAR TONE**

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

PHILCO BALANCED UNIT RADIO