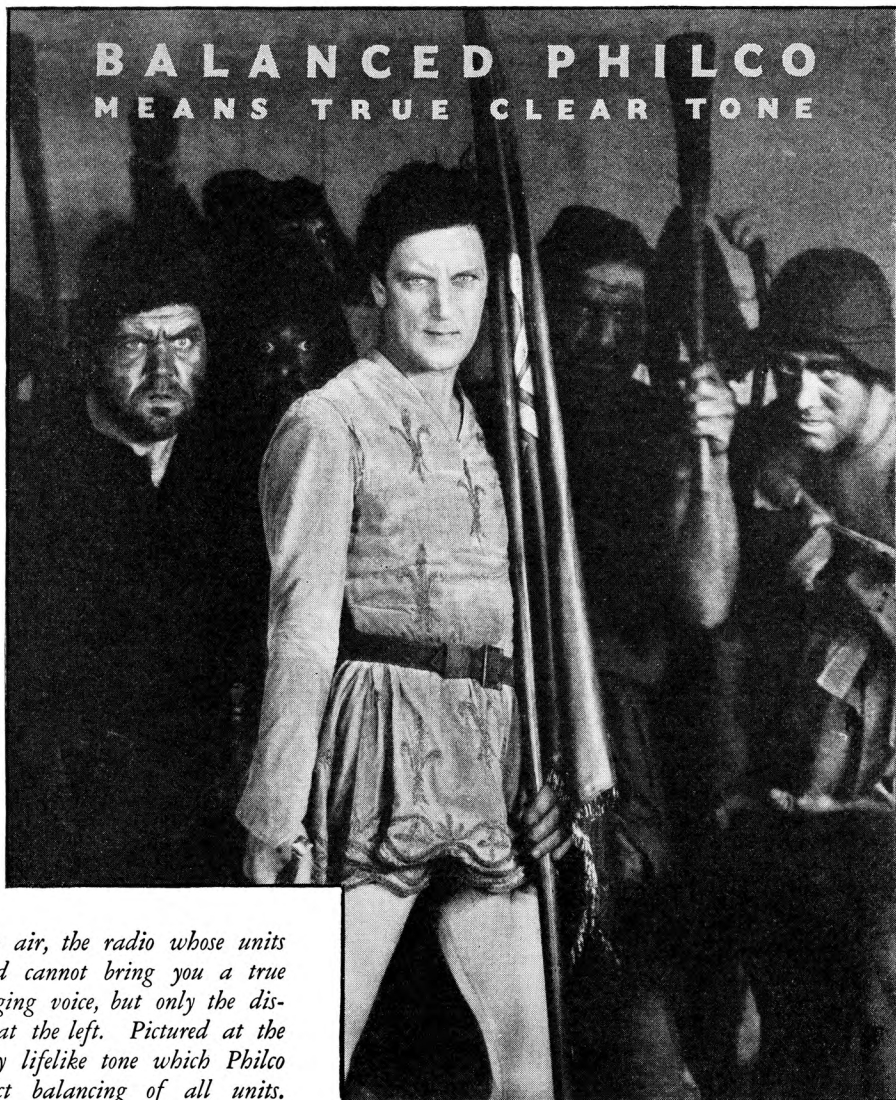
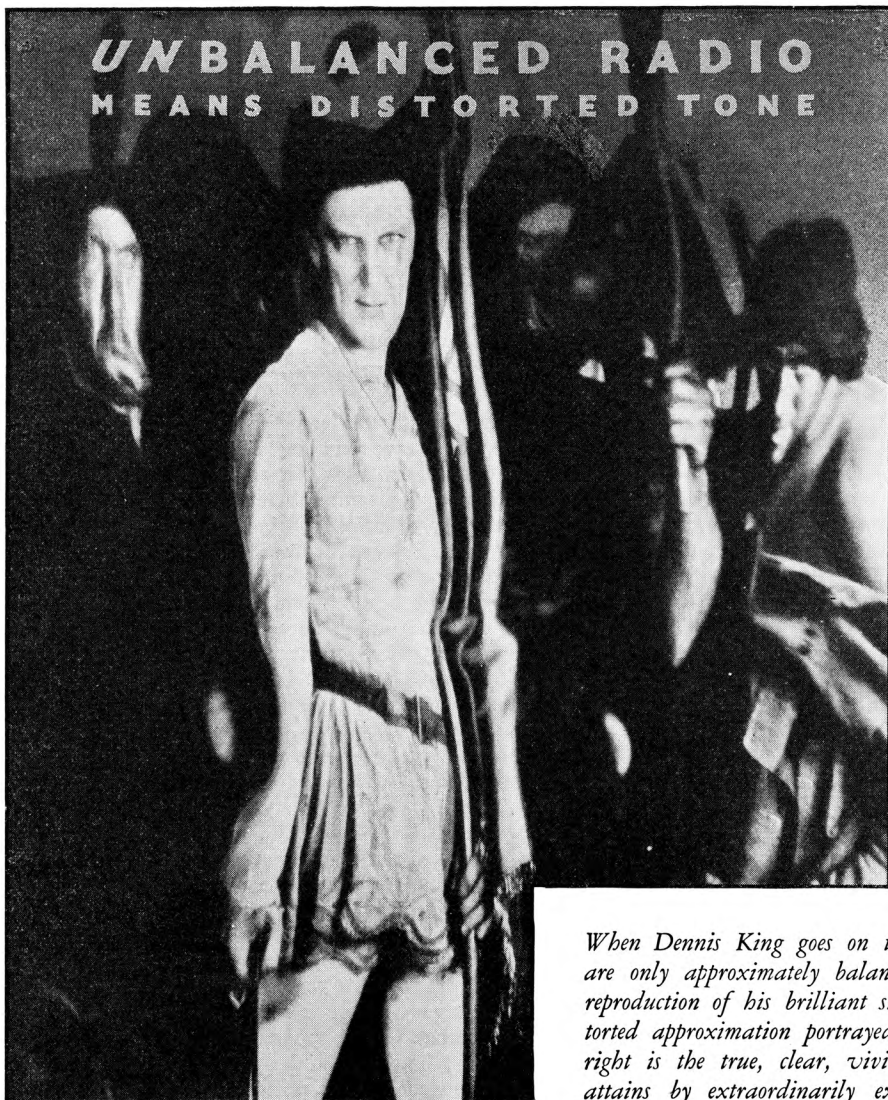


# DENNIS KING STAR OF THE PARAMOUNT PICTURE "THE VAGABOND KING"



When Dennis King goes on the air, the radio whose units are only approximately balanced cannot bring you a true reproduction of his brilliant singing voice, but only the distorted approximation portrayed at the left. Pictured at the right is the true, clear, vividly lifelike tone which Philco attains by extraordinarily exact balancing of all units.

## PHILCO RADIO DISCOVERIES

*bring you supreme performance at amazing, low prices*

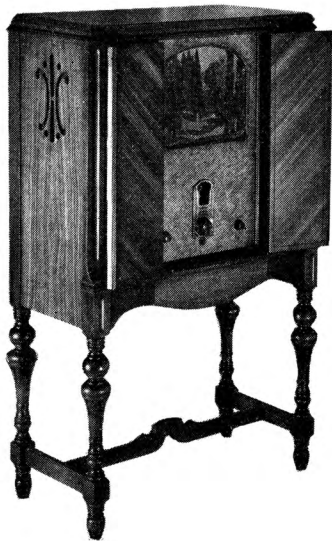
PHILCO Screen Grid Radios are *different* from other radios—you know it the minute you hear them.

Discoveries made in the Philco research laboratories have been built into the new 1930 Philco Screen Grid sets, and give you such acute selection of stations, such enthralling distance range, such clear, rich, *natural* tone, that Philco today must not be confused with any other radio at *any* price.

Before you buy, ask if the radio you are offered is a *screen grid* set. Silence on this point may mean last year's mechanism in this year's hollow box of wood. Ask what the colorful names applied to radio speakers *mean*. It's easy to invent a name—harder to perfect such a thing as Philco's exact balancing of all electrical units—*eliminating* radio distortion.

*Compare* before you buy. Philco dealers are staking their success on Philco supreme performance. Because of this performance, the radio world turned to Philco in 1929. The demand has continued to grow in 1930. Tremendous acceptance makes it possible to build into *these two new sets*, Philco's recently discovered features, which cannot be duplicated in any radio at any price:

1. *Philco Screen Grid*—A newly invented circuit—a screen grid tube as detector—new—doubles amplification—enormous power—hair-trigger selectivity *anywhere* on the dial—seven tubes and four condensers—all electrical units *exactly balanced*, giving magnificent undistorted Philco *tone*—priced *as low as* \$112 in beautiful Console Cabinet.



**PHILCO**  
BALANCED-UNIT RADIO

2. *Philco Screen Grid PLUS*—Newly invented *Automatic Volume Control*—gets and *holds* far-distant stations without fading—enormous power brings rare programs—new double-tuned input circuit sharpens selectivity—it tunes sharply *anywhere* on the dial—no "cross-talk," even in crowded local stations—concert-hall volume when you want it—and *no distortion* at any volume because of Philco's balanced units, which produce that wonderful Philco tone—pure, true, *natural*, for voice or music from highest note to lowest sound—in plain truth, a super-radio, as your dealer will be glad to prove to you.

Have the nearest Philco dealer put one of these wonderful sets in your own home, without obligation, and *learn for yourself* what *real radio performance* can be! Easy terms when you decide to buy.

### PHILCO HIGHBOY

With New Screen Grid Chassis . . . . . \$139.50  
With Screen Grid Plus Chassis (built-in aerial) . . . 169.50

A full range of other exquisite furniture models, including a new, compact Console with genuine butt walnut and bird's-eye maple panels at \$112. Table Models, Lowboys and De Luxe Highboys from \$67 to \$225.

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.

PHILCO, PHILADELPHIA, PA.  
In Canada: PHILCO PRODUCTS, LTD., Toronto