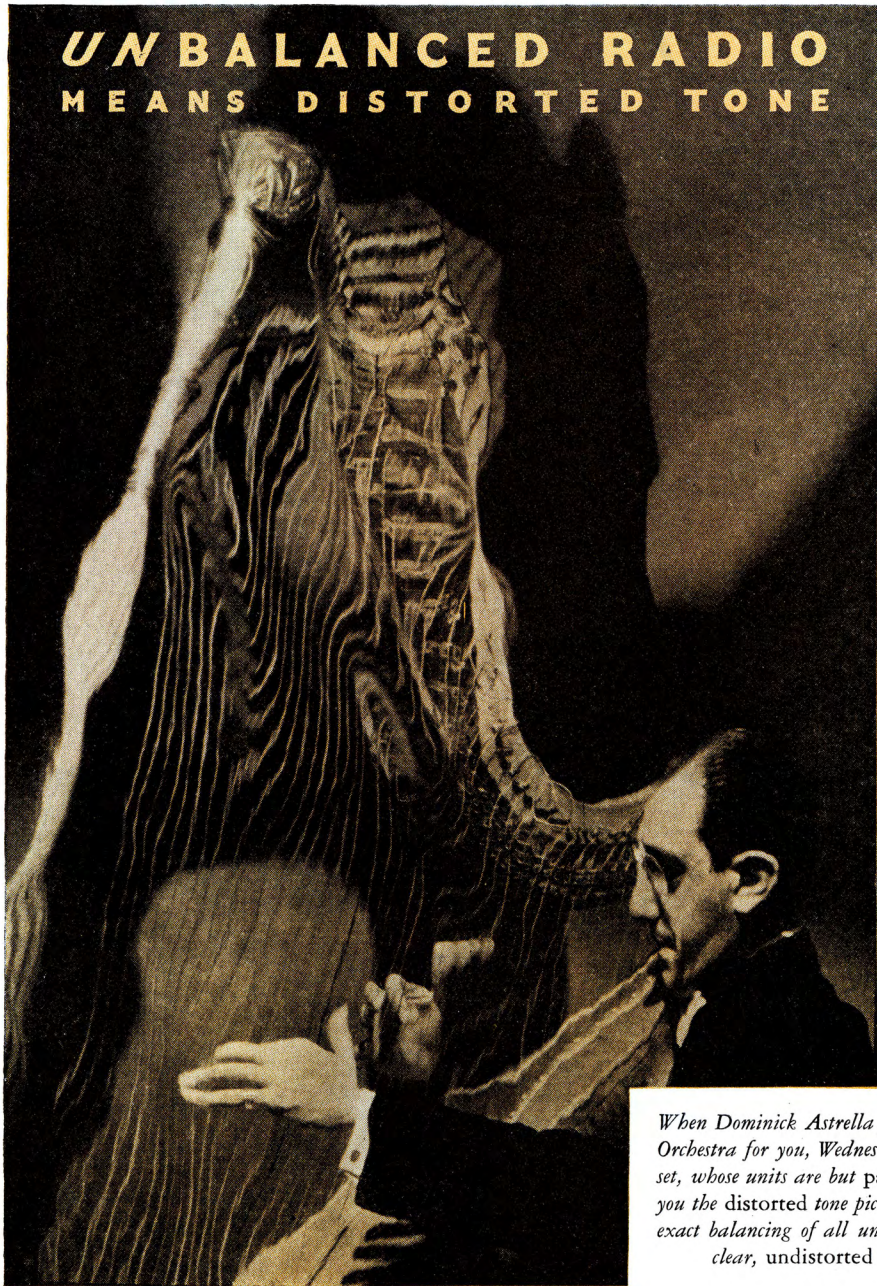
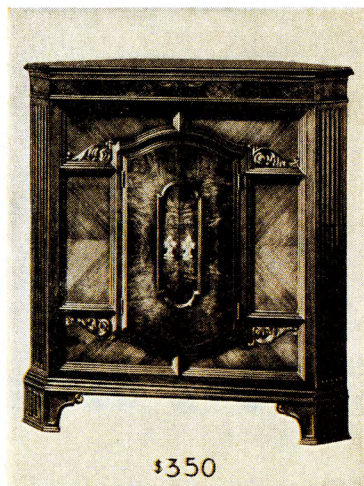


Philco challenges any radio at any price to match the performance of



When Dominick Astrella plays with the Philco Symphony Orchestra for you, Wednesday evenings over CBS, a radio set, whose units are but partially balanced, can only bring you the distorted tone pictured at the left. With Philco's exact balancing of all units in the set, you get the true, clear, undistorted tone pictured at the right



\$350

PHILCO CONCERT GRAND
Greatest of all radio-phonographs. New design; gorgeous tone from Screen Grid Plus



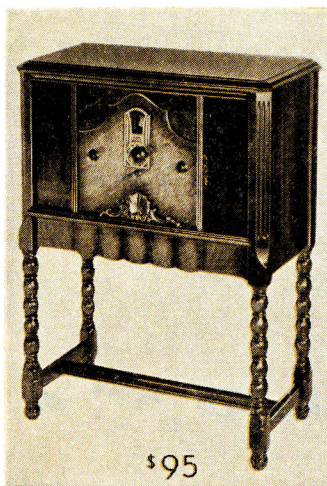
\$198

RADIO-PHONOGRAPH
Beautiful walnut cabinet with 9-tube Screen Grid Plus, Philco Tone-Control



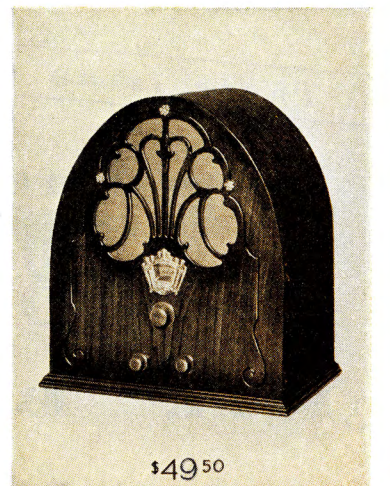
\$110

SCREEN GRID LOWBOY
An exceptional value. Walnut cabinet with the new 7-tube Set. Tone-Control



\$95

SCREEN GRID CONSOLE
Beautiful design in walnut and maple. New 7-tube receiver. Tone-Control



\$49.50

SCREEN GRID BABY GRAND
Walnut Cabinet; 7-tube, Screen Grid Set. Genuine Electro-Dynamic Speaker

Every Philco Radio, from the great Concert Grand to the wonderful little Baby Grand, is quality throughout. Every set has Balanced-Unit construction and new Electro-Dynamic Speaker. Cabinets are authentic designs in finest woods, with beautiful finish. The Complete Line fits every purse, every purpose—value supreme for 1930

Screen Grid Plus . . THE SUPER SET

. . Tone-Control and Automatic Volume Control now within the reach of all

"Is it as good as a Philco?"

You hear it everywhere. Customers instinctively ask dealers if any other radio is as good as Philco because this 9-tube Super Receiver—Screen Grid Plus—has set standards of performance, power, distance, selectivity and grandeur of tone, that put it at the peak of perfection by which all other radios are judged.

Proof of this fact is easily submitted. Hundreds of thousands of people have demanded Philco super performance; have bought and are buying Philcos; have made its leadership more than a printed claim.

Philco's Super Set is deliberately built to give greater performance than the average owner needs. In the past it has been the set for those who are only satisfied with the finest radio entertainment. In the big cities it separates crowded local stations so accurately that the listener can enjoy any program without cross-talk. Its distance ability brings out-of-town stations *through* crowded locals without interference. And in cities without broadcasting stations it reaches out and makes enthralling programs available, often for the first time.

Now, because of its tremendous public acceptance, Philco Screen Grid Plus—The Super Set—is available at prices which put it within reach of all.

*Only Automatic Volume Control Makes Radio
Power Worth While*

With all its power and distance and selectivity, Philco would be just another great radio set if it were not for Automatic Volume Control. Power and distance are useless unless you can maintain reception at a constant level—*without fading*. Philco's Screen Grid Plus—gives you this additional device, which makes its power worth while and usable. Automatic



PHILCO SCREEN GRID PLUS HIGHBOY

Exquisite walnut cabinet containing Philco's new 9-Tube Super Set. Automatic Volume Control; Tone-Control. Built-in Aerial. New, Electro-Dynamic Speaker behind American Gobelin tapestry

The same Super Set now available in the Lowboy

\$127.50

Volume Control means you can *hold* programs when you get them. No radio which lacks this feature can be called "Super Set."

Again, Philco Automatic Volume Control serves well in *holding* programs against normal daylight fading and gives women daytime broadcasting to lighten the hours in the home.

"BRILLIANT" — "BRIGHT" — "MELLOW" — "DEEP"
Philco Tone-Control

This new miracle of the air gives you control of station tone. Programs can be interpreted your way, with the tone quality you like best. A single knob on the front of the set offers you a new, fascinating way in which to regulate the tone quality to suit your taste.

Now you can have *your* choice of four tone qualities—Brilliant—Bright—Mellow—Deep—always available at your finger tips. At "brilliant" a president's speech almost makes you think he is present in the room, the tone is so life-like. Jazz bands can be "bright" and crisp, or whisper and croon, as you wish. Great artists of the air come to you *YOUR* way now, with this marvelous device. And in a noisy location you can cut down interference; enjoy programs never before available by turning to "deep." It is the *outstanding improvement* in radio reception this Fall.

The new Philcos have a Station Recording Dial, too, on which you can permanently log favorite stations. Each Philco is an unequalled *VALUE*—it challenges, by comparison, any radio—at any price you are asked to pay.

Don't fail to ask your nearest Philco dealer for a free demonstration of Philco Radio today. The new Philcos are priced from the Baby Grand \$49.50 to the Concert Grand Radio-Phonograph \$350, less tubes. Slightly higher in Canada, Denver and West. Philco receivers are also available for AC or DC current, and in a battery set.

And enjoy radio as you ride. Transitone Automobile Radio is sold by all authorized Philco dealers.

PHILCO, PHILADELPHIA, PA.
Makers of the famous Diamond Grid Batteries for Motor Cars, Farm Lighting, Motive Power, Auxiliary Power, etc.
IN CANADA, PHILCO PRODUCTS, LTD., TORONTO



B A L A N C E D - U N I T R A D I O