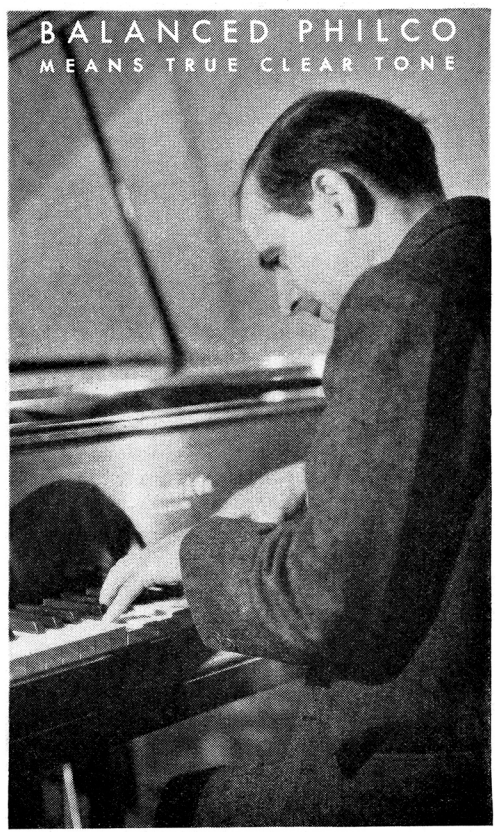
ELEVEN TUBES

NEW, MIRACULOUS RADIO RECEPTION

PHILCO SUPERHETERODYNE-PLUS

You will scarcely believe your ears when you hear the magic realism of Philco's new and revolutionary radio ➢➢➢ It combines, for the first time in any set, three principles and many features *never before brought together in any radio at any price* ➢➢➢ Here you have Philco's exclusive balanced units, PLUS 11 tubes, screen grid power and sensitivity, PLUS superheterodyne selectivity ➢➢➢ Traffic jams of the air disappear. The one, big program you want, among crowded city stations or out in the country, is picked out accurately, easily, without overlapping. And the Glowing Arrow Indicator makes Philco the surest, most accurate and quickest tuning set in the world. You log your favorite stations on the Station Recording Dial and ever afterward tune these stations by simply bringing the call letters exactly under the glowing arrow ➢➢➢ Regardless of the set you now own or are thinking of buying, this new marvelous Philco is the greatest radio value of all time. You have never heard such gorgeous tone, such life-like reproduction ➢➢➢ Be sure to hear this 11-tube Philco Superheterodyne-PLUS before you buy any radio ➢➢➢ Let your nearest Philco dealer demonstrate this new Philco. He has the most complete line of radios in the world from Baby Grands at $49.50 to Screen Grid at $110; Superheterodyne-PLUS Radios at $129.50 and $155; Radio-Phonographs, $99.50 to $272; less tubes; Philco Balanced Tubes for balanced performance. And enjoy radio as you ride with a Philco-Transitone Automobile Radio, $65, including tubes. Price slightly higher in Canada, Denver and West ➢➢➢ Hear the Philco Symphony Orchestra, on the air every week over more than 100 stations ➢➢➢➢➢➢➢ PHILCO, PHILADELPHIA, PA.

THE WORLD'S LARGEST SELLING AND MOST COMPLETE RADIO LINE



Never before such radio reception as this — at the left you see pictured the distorted tone that comes from a set whose units are but partially balanced. At the right is pictured the true, clear, undistorted tone produced by Philco's exact balancing of all units in the set

MORE THAN A SUPERHETERODYNE SET BECAUSE IT IS **PLUS** THESE FEATURES:

ELEVEN-TUBE POWER AND DISTANCE —Far beyond average need, but wonderful to bring YOU programs never heard before.

AUTOMATIC VOLUME CONTROL — Making this power USEFUL by holding programs at constant level WITHOUT FADING.

TONE-CONTROL — 4 qualities of tone, "Brilliant," "Bright," "Mellow," "Deep" —whichever YOU like at a touch of the finger.

SUPERHETERODYNE SELECTIVITY — Combined with the power and sensitivity of Screen Grid tubes, giving sharp tuning such as you have never experienced.

ILLUMINATED STATION RECORDING DIAL — With glowing arrow indicator and permanent log of favorite stations. Surest and most accurate tuning ever devised.

PHILCO BALANCED TUBES — Combined with Philco Balanced Units which eliminate radio distortion. An important contribution to Philco's superb tone, power and selectivity.

ELEVEN-TUBE LOWBOY

The Philco 11-tube Superheterodyne-Plus chassis in a beautiful walnut cabinet with Automatic Volume Control, Illuminated Station Recording Dial, Tone-Control, built-in Electro-Dynamic Speaker and Balanced Units **$129.50** (less tubes)

Or in an exquisite Highboy with doors **$155.00** (less tubes)

All sets are sold with Philco Balanced Tubes

‹ PHILCO ›

BALANCED-UNIT RADIO