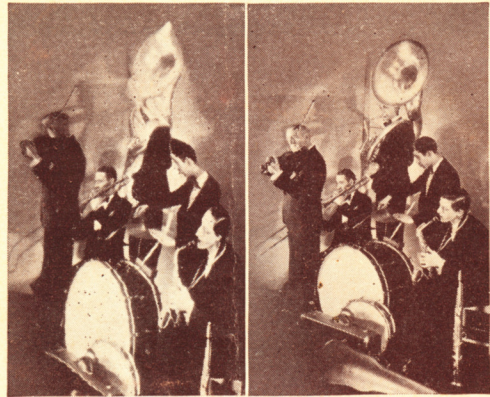


UNBALANCED RADIO
Means distorted tone

BALANCED PHILCO
Means true clear tone



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

TO KNOW WHAT RADIO *REALLY* CAN BE HEAR THE NEW PHILCO BEFORE BUYING ANY SET

Without any obligation on your part we will gladly give you

A Free Demonstration
of a new

PHILCO RADIO
REG. U. S. PAT. OFF.

The Famous Line of

PHILCO

BALANCED-UNIT

*Neutrodyne-Plus
Screen Grid and
Screen Grid Plus*

ALL-ELECTRIC
RADIO

WORTH CIVIL & RADIO SHOP

RADIO & AUTO ACCESSORIES,
7824 IVORY. Riverside 5056

PHILCO, PHILADELPHIA, PA.

Makers also of the famous Philco Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.

The Extraordinary Facts of Philco Supremacy

THE New Philco Radio of today sets a new standard. It out-reaches any set on the market, and picks out local stations too close in wave length for ordinary sets to separate. It reproduces tone colors generally lost in transmission, and covers the entire tonal scale, even the high frequencies. A soprano does not sound like a contralto on the Philco. Its tone is life-like — clear, pure and round; the quality of reception you have dreamed of but never heard before.

- 1 Glorious Tone** — Remarkable engineering has produced an exact balance between all Philco electrical units. The exclusive "Philco Tone" is therefore clear, pure and rich — always.
- 2 Enthralling Distance Ability** — Not only does Philco Balanced-Unit construction give you glorious tone — it also gives you extraordinary power. Philco takes you literally *thousands of miles* to fascinating new stations you have never heard before.
- 3 Super-Acute Selectivity** — And Philco Balanced-Unit construction expressed in Philco's exclusive armored
- 4 More Daylight Programs; More Evening Programs** — Because of its great amplification, and selectivity the New Philcos open up for you a whole new field of radio entertainment, amusement, inspiration and instruction. Daylight programs never reached before from your locality are *yours*. And more evening programs, too.

Three Great All-Electric Chassis

Philco cabinets are offered with a choice of three marvelous, all-electric chassis, with every electrical unit perfectly balanced.

- 1. The Neutrodyne-Plus** is a moderate priced 8-tube set, with built-in aerial and an established reputation as a world-famous distance getter.
- 2. The New 7-Tube Screen Grid Chassis** is the latest Philco triumph, creating, as it does, a set which will actually perform greater miracles in radio than any set, outside the Philco line, no matter what you pay. Distance, power, selectivity, super-acute sensitivity and the glorious Philco tone are all there.
- 3. The Screen Grid Plus** is the super-radio with built-in aerial for people who want super-performance. Frankly, it will out-perform any radio in the world. It embodies the remarkable new automatic volume control which automatically counteracts fading of distant stations. With Philco Screen Grid Plus you not only get distant stations, but due to the automatic volume control you *hold* and *enjoy* the fine programs from these stations. Like the Philco Screen Grid, Screen Grid Plus contains a double tuned antenna circuit which automatically reduces to a certain extent static and other interference noises.

Every Philco model, regardless of price, utilizes single-dial control; acoustic equalizers, push-pull amplification, and is balanced to take two of the wonderful new 245 power tubes for great undistorted volume.

The beautiful New line of **PHILCO** BALANCED UNIT **RADIOS**—the ultimate in performance and design

A WIDE RANGE OF STYLES AND PRICES



The Lowboy

This model is an unusually attractive open-face cabinet, with Oriental walnut raised side panels and set back bird's-eye maple center panel. Beautiful new and smaller bezel plate. *Philco* matched *Electro-Dynamic* Speaker and *Philco* Acoustic Equalizers built in.

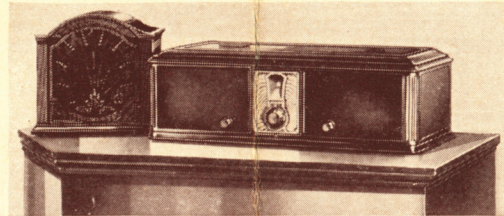
With Screen Grid Chassis . . . \$119.50
 With Neutrodyne-Plus Chassis . . . 129.50
 With Screen Grid Plus Chassis . . . 149.50



The Highboy

This distinguished cabinet is furnished with a matched *Philco Electro-Dynamic* Speaker and *Philco* Acoustic Equalizers built in. Latest style half doors which may be closed when the set is not in use. Matched Oriental walnut on doors. Beautiful butt walnut side panels. Beautiful tapestry instead of ordinary grill over the speaker, and inside panel of exquisite bird's-eye maple.

With Screen Grid Chassis . . . \$139.50
 With Neutrodyne-Plus Chassis . . . 149.50
 With Screen Grid Plus Chassis . . . 169.50



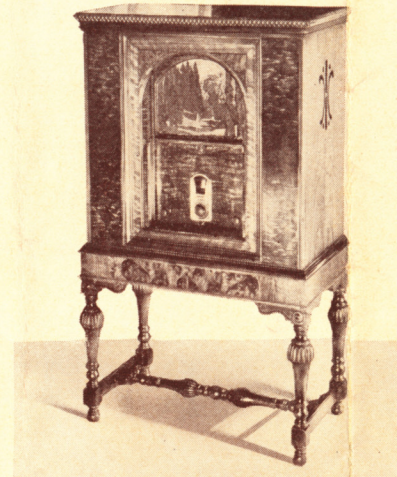
The Table Model

The *Philco* Screen Grid is available in an attractive table model, complete with genuine *Electro-Dynamic* Mantel Speaker.

With Screen Grid Chassis . . . \$67.00
 With Screen Grid Plus Chassis . . . 97.00
 Mantel Dynamic Speaker . . . 32.50

Each furniture model, regardless of price, includes a genuine *Electro-Dynamic* Speaker.

And every set is balanced to take two 245 power tubes, push-pull.



The Highboy DeLuxe

The last word in cabinets. Sliding doors on metal runners which disappear into recesses at the sides. *Philco* matched *Electro-Dynamic* Speaker and Acoustic Equalizers. Beautiful tapestry over speaker instead of ordinary grill. Exquisitely finished in burl walnut, framed and overlaid with oriental wood and arbor-vitae burl.

With Screen Grid Chassis . . . \$195.00
 With Neutrodyne-Plus Chassis . . . 205.00
 With Screen Grid Plus Chassis . . . 225.00



The Console

This new and very compact Console has beauty of line to grace the finest homes; yet just the right size for the small rooms of the modern home. Easily moved from room to room. Finished in exquisite butt walnut and bird's eye maple. Built-in *Electro-Dynamic* Speaker and Acoustic Equalizers. The most beautiful design ever offered at such a price.

With Screen Grid Chassis . . . \$112.00
 With Neutrodyne-Plus Chassis . . . 112.00