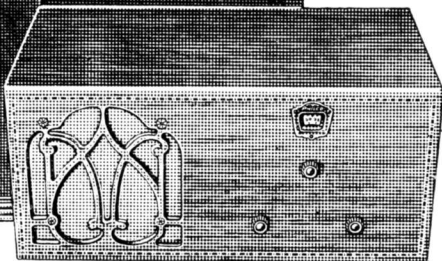
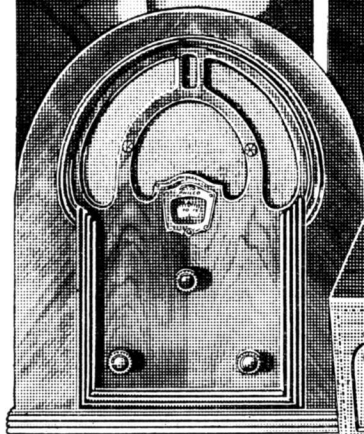


The famous NORMAN LONG pictured as ordinary unbalanced radio reproduces him. Distorted and lifeless—robbed of the full natural brilliance of his playing and singing.

The same artist as Philco's balanced-unit construction brings him to you—with pure, clear, undistorted tone always. NORMAN LONG to the life!



Photo P. D. C. Film



● **BABY GRAND**

For A.C. and D.C. Mains

● **THE COMPACT—A Battery Set**

**THE BABY GRAND:** In this cabinet a 5-valve A.C. Superhet, and a 5-valve D.C. Superhet - - - 16 Gns. In a similar but larger cabinet, a magnificent 8-valve D.C. Superhet with automatic volume control and tone control - 29 Gns.

**THE COMPACT:** In this neat and beautiful walnut cabinet a 5-valve BATTERY Superhet with P.M. moving coil loud-speaker for 16 Gns. (batteries extra). The first battery set to give full A.C. mains performance. Yet current consumption is only 10 milli-amps.!

**PHILCO POINTS:**

Philco valves and replacement parts are available all over the British Isles.

- ★ Each one of these three sets is a genuine balanced superhet.
- ★ Each has a moving coil loudspeaker.
- ★ Each has dual wave length range.
- ★ Each has seven tuned circuits with single-knob control.
- ★ Each has illuminated dial.
- ★ Each has the true, pure tone of Philco balanced-unit construction.

There's only one way to satisfy yourself of the superiority of Philco. Test any model you like against any other set on the market—irrespective of price. Let the family judge—under your own home listening conditions. Any Philco dealer will arrange this for you—absolutely free! Ask him to-day to instal a Philco for a free home test, or write for descriptive folder and name of your nearest dealer.

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FREE  
AT HOME!**

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FOR

**16 GNS**

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- ☆ FOR A.C. MAINS
- ☆ FOR D.C. MAINS
- ☆ FOR BATTERIES

The superhet has always been considered the perfect de-luxe set. No other type of set has the same selectivity and power. But you need no longer pay de-luxe prices for a superhet. **Now you can get a Philco 5-valve balanced superhet for only 16 Gns.!** Better still—every home can now have the thrill of a Philco superhet. Whether you are on A.C. mains or on D.C. mains, or not on the mains at all—it doesn't matter! There's a 16 guinea Philco to suit your own conditions.