

With Barnacle Bill's sea chanteys on the air — the picture above represents the *distorted* reception of partially balanced radios, while the "station strip" shows the gaps and station overlap of ordinary sets

WSM
WEAF
WMAQ
WPTF
WOR
WGN
WSB
WJR
WJZ
WBMM

KFI
WSM
WEAF
WMAQ
WPTF
CKGW
WLW
WOR
WGN
CKAC
WSB
WJR
WJZ
WBMM

Here you see the *undistorted* tone, plus distance, of every Philco Superheterodyne, built with balanced units. Even in daytime, each station is distinct and separate — each program clear and vivid

IN THIS GREATEST OF ALL RADIOS

...performance beyond the average owner's needs and cabinets of exquisite beauty to grace the finest homes

The Philco 11-Tube Superheterodyne-Plus is deliberately designed for greater performance than the average owner needs. It is built and balanced to bring in more distant programs, with greater selectivity, greater beauty and clarity of tone than any other radio in existence; to give you superlative separation of locals, with rich, unblurred, crystal clear reception.

And Philco alone combines the three great principles which make it possible: supreme selectivity of the Superheterodyne, Balanced-Unit construction, and the enormous power and distance of Screen Grid.

These are freed to full scope and brilliancy, through Philco's exclusive Automatic Volume Control, which counteracts fading, and eliminates the nerve shock of blasting when tuning past powerful stations.

And, at will, with Philco Tone-Control, you interpret

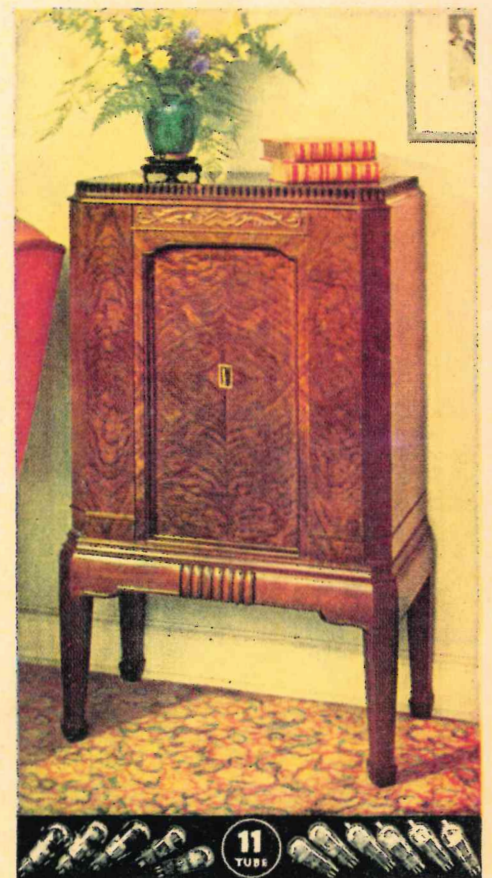
programs in four degrees of tone quality—"Brilliant," "Bright," "Mellow" or "Deep," as you prefer.

For this marvelous radio, Norman Bel Geddes, foremost American designer, has created magnificent new cabinets, which we believe must earn a niche among the classic masterworks of fine furniture.

By all means, see and hear this greatest of all radios before you buy any set. Philco, Philadelphia, Pa. Philco Products, Ltd., Toronto, Canada.

- 11-TUBE HIGHBOY (as illustrated) . . . complete with tubes \$169.50
- 11-TUBE LOWBOY . . . complete with tubes 149.50
- 11-TUBE RADIO-PHONOGRAPH, Automatic Record Changer . . . complete with tubes 295.00

(Prices slightly higher in Canada, Denver and West)



ELEVEN
TUBE

PHILCO

ELEVEN
TUBE

SUPERHETERODYNE-PLUS