

Magical radio performance...unequaled value
...have made PHILCO

THE LARGEST SELLING RADIO TODAY

**UNBALANCED RADIO
 MEANS DISTORTED TONE**



**BALANCED PHILCO
 MEANS TRUE CLEAR TONE**



When Henry Bove, flautist, plays for you in the Philco Symphony concerts every Tuesday over the Columbia network, a radio whose units are but partially balanced can only bring you the distorted approximation 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

BEFORE you buy any radio you are earnestly advised to find out what you are actually going to get for your money.

This has been the crucial year for the radio industry. Only those offering *real quality plus real value* have received the approval—and patronage—of the American public. Most significantly, it is the year in which Philco has become the leader of the industry because its radio *performance and value* have been pre-eminent.

We solemnly affirm that Philco Screen Grid, with Tone-Control and Balanced Units, is **MORE RADIO** than you are being offered at far higher prices. In some cases, twice the money will not buy a set as selective; as powerful; as rich and true in tone; as much of a distance-getter as this one.

And Philco provides also its new miracle of the air—Philco Tone-Control, which gives you instant control of station tone through four degrees of tone quality, "Brilliant," "Bright," "Mellow" and "Deep." You bring in programs with the tone quality YOU like best and, at "Deep," interference noises are reduced if you are in a noisy neighborhood, so you can enjoy many more fine programs.

And for those who want a radio which will perform beyond the need of the average owner, Philco offers Screen Grid-Plus—The Super Set, with all features *plus* Automatic Volume Control, which makes radio power even more useful. With it you not only get out-of-town stations, near and far, but *bold* reception at constant level without fading, so that you enjoy many more fine programs.

Every Philco Screen Grid or Screen Grid-Plus, regardless of price, has illuminated Station Recording Dial on which you can permanently log favorite stations; new, improved Electro-Dynamic Speaker and Balanced Unit construction for true, clear, undistorted tone. Each is the outstanding value of its



TONE CONTROL



\$110

less tubes

SCREEN GRID LOWBOY

class. You cannot buy *more* in radio, no matter how much more you are asked to pay. Priced from \$49.50 (Baby Grand) to \$198 (Radio-Phonograph). Concert Grand, greatest of all receivers, \$350. All prices less tubes; slightly higher in Canada, Denver and West. Available for AC or DC current and in a Battery Set.

Ask your dealer for free demonstration today. And enjoy radio as you ride. Transitone Automobile Radio now is obtainable through authorized dealers.

Greatest Musical Event of the Air
**LEOPOLD STOKOWSKI and
 PHILADELPHIA ORCHESTRA**

in three more Philco Radio Concerts
 Sunday, Nov. 16 :: Christmas Day
 Easter Sunday

Stokowski, outstanding genius of the conductor's baton, has created a new broadcasting method which in his words "makes the broadcast of the modern orchestra even more eloquent than the same music in the concert hall." His success in Philco Concerts has been overwhelming. Tune in for

Record-Breaking Coast-to-Coast Hook-up
 5 to 6 p.m. over NBC network

Watch radio page of your newspaper for further announcements

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

PHILCO
 BALANCED-UNIT RADIO