

BEFORE YOU BUY A RADIO

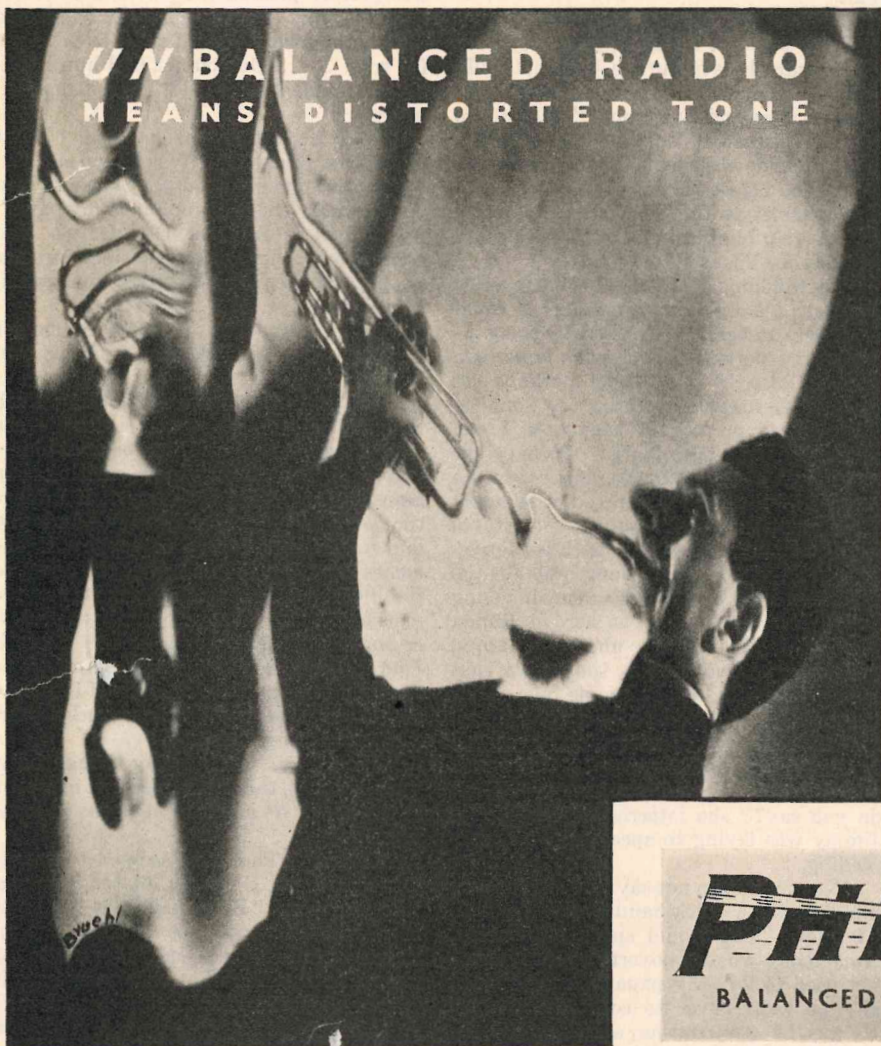
...ASK ABOUT THESE FEATURES IN ACTUAL DEMONSTRATION

1 *All electrical units exactly *balanced*, producing—
 2 *True, *undistorted* tone. 3 *New, double-tuned
 input circuit, permitting—4 *Super-acute tuning
 anywhere on the dial, with—5 *Great selectivity
 of crowded local stations, minus all "cross-talk."
 6 Screen Grid Chassis, modern, latest perfected type
 of set with—7 A screen grid tube as the detector,

doubling amplification and giving—8 *Enormous
 power that brings in fascinating, far-away programs
 and—9 *New, *Automatic* Volume Control which
 gets and *holds* these far-distant stations. 10 Seven
 to nine tubes and four condensers. 11 Using 2 won-
 derful new 245 power tubes, and—12 Genuine
 Electro-Dynamic speaker, by which other speakers

are judged, and—both providing—13 *Concert-hall
 volume, without distortion, when you want it—
 14 All-electric operation plus—15 Single dial
 control, all housed in—16 Cabinets of entrancing
 design, in rare and costly woods.

*Exclusive Philco discovery, patent or improvement.



Pictured above is the distorted tone, you ordinarily hear from a radio whose electrical units are only in approximate balance.

Pictured above is the wonderfully true, clear, undistorted tone which Philco achieves by exactly balancing all the electrical units in the set.

ONLY PHILCO CAN BRING YOU
this magic of radio in such full measure

Read above, the remarkable *full* list of features in these two new Philco sets:

1. *Philco Screen Grid PLUS*—Newly invented *Automatic* Volume Control gets and *holds* fascinating far-distant stations—enormous power brings rare programs—new double-tuned input circuit sharpens selectivity; it tunes sharply *anywhere* on the dial; no "cross-talk" even in crowded local stations—concert-hall volume when you want it—and *no distortion* at any volume because of Philco's balanced units which produce that wonderful Philco tone, pure, true, *natural*, for voice or music from highest note to lowest sound—in plain truth, a super-radio.
2. *Philco Screen Grid*—A newly invented circuit—a screen grid tube as detector; new; doubles amplification—enormous power—super-acute selectivity—seven tubes and four condensers—all electrical units *exactly balanced*,



giving magnificent, undistorted Philco *tone*—priced as low as \$112 in beautiful Console Cabinet.

Have the Philco dealer show you the complete range of exquisite Philco models, including Table Models, Consoles, Lowboys, Highboys, de luxe Highboys; priced from \$67 to \$225. Have him put one of these wonderful sets in your own home, without obligation, and *learn for yourself what real radio performance can be*. Easy terms when you decide to buy.

Prices slightly higher in Canada, Rocky Mountains and West. Each furniture model, regardless of price, includes a built-in Electro-Dynamic Speaker with two 245 power tubes, push-pull. All prices less tubes.

PHILCO, PHILADELPHIA, PA.
 Makers of the famous Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc.

In Canada: PHILCO PRODUCTS, LTD., Toronto