

Be sure to hear the new Philco
before buying any radio!

*Without the slightest obligation
on your part we will gladly
arrange for*

**A FREE TRIAL IN
YOUR OWN HOME**

*of a new
Philco Balanced Unit Radio*

**For Sale by
Harry C. Jenison
Castile, N. Y.**

**No blur or distortion—
true, clear tone always**

Because of
BALANCED-UNITS



*all-electric radio
brings clearer tone,
more stations
and greater distance*

As the tone of a fine orchestra can only be clear if all its instruments are perfectly balanced, so clearness of tone of a radio receiver is in proportion to the balance of its units. By extraordinary engineering, Philco has attained a precise electrical balance that results in radio tone of revolutionary clearness, richness, fullness. See a Philco dealer now for a free trial in your home.

~ ~ ~

HERE it is at last, the quality of reception you have hoped for since the miracle of radio. Mounted in exquisite cabinets, Philco now offers two marvelous new all-electric chassis with every part perfectly balanced, at amazingly low prices.

The Truest Tone in Radio History

Through the *Electro-Dynamic* Speaker of this new Philco, the glory of the piano comes in all its splendor. You hear the rumble of the bass as clearly as the tinkle of the treble. The rich, round notes of a great baritone are transmitted as though the singer himself stood in your living room. And so, too, with the orchestra. Every instrument in the ensemble: saxophone and violin, banjo and clarinet, no matter how high or low the pitch, the program comes through in all its true tone color and without blur, without distortion.

All the Music That's On the Air

Under equal conditions, we confidently believe this new Philco will outreach any receiving set on the market. Hundreds of enthusiastic Philco

owners have written to tell us how they got Japan, Mexico, Cuba, Canada, and England! Under favorable conditions, 110 stations seem to be well within the Philco range. One owner reports he has actually logged 379. How many can you get with your present set?

Beautiful Cabinet Designs

The new Balanced Unit Philco chassis are mounted in cabinets you will be proud to have in your home. The work of America's leading furniture designers, they are handsomely carved and beautifully inlaid, giving the impression of great costliness. Actually, however, they are priced so low you can easily afford to have two Philcos in your home—one upstairs and one down.

Arrange Today for a Free Trial

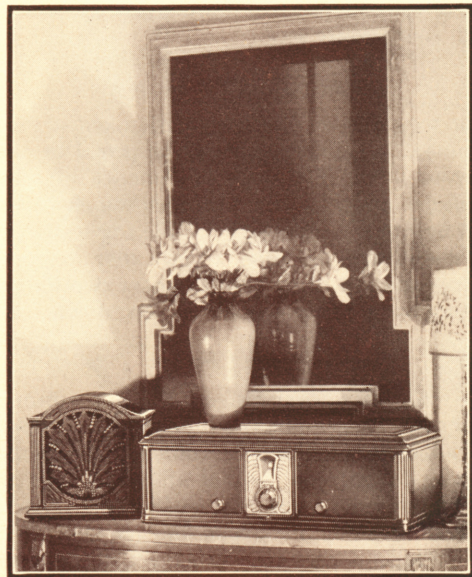
We want you to hear the new Philco perform in your own home, under the same conditions it will encounter in actual use. So confident are we that it will delight you beyond all words that we gladly offer you a free trial without the slightest obligation to buy. *Be sure to hear the new Philco before buying any radio.* When you compare the tone of this set with any you have ever heard, when you see its great selectivity, when you bring in station after station you have never been able to get before, then you will realize its tremendous value; then you will want this new Balanced Unit Philco for your own. Easy payments arranged for your convenience.

PHILCO, PHILADELPHIA, PA.

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

Philco cabinets come in a wide range of prices and styles

All are exceedingly handsome



BALANCED UNIT TABLE MODEL

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

Price, *Screen Grid Receiver* \$67.00
 Price, *Electro-Dynamic Speaker* \$32.50



BALANCED UNIT 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.

Price, *Philco Neutrodyne-Plus* \$129.50
 Price, *Philco Screen Grid* \$119.50



BALANCED UNIT 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.

Price, *Philco Neutrodyne-Plus* \$149.50
 Price, *Philco Screen Grid* \$139.50



**BALANCED UNIT HIGHBOY
 DE LUXE**

A more expensive cabinet. Sliding doors on metal runners which disappear into recesses at the sides. *Philco* matched *Electro-Dynamic Speaker* and *Acoustic Equalizers*. The cabinet is exquisitely finished in burled walnut, framed and overlaid with costly, imported woods.

Price, *Philco Neutrodyne-Plus* \$205.00
 Price, *Philco Screen Grid* \$195.00

{ TUBES EXTRA. PRICES SLIGHTLY HIGHER IN CANADA, ROCKY MOUNTAINS AND WEST }