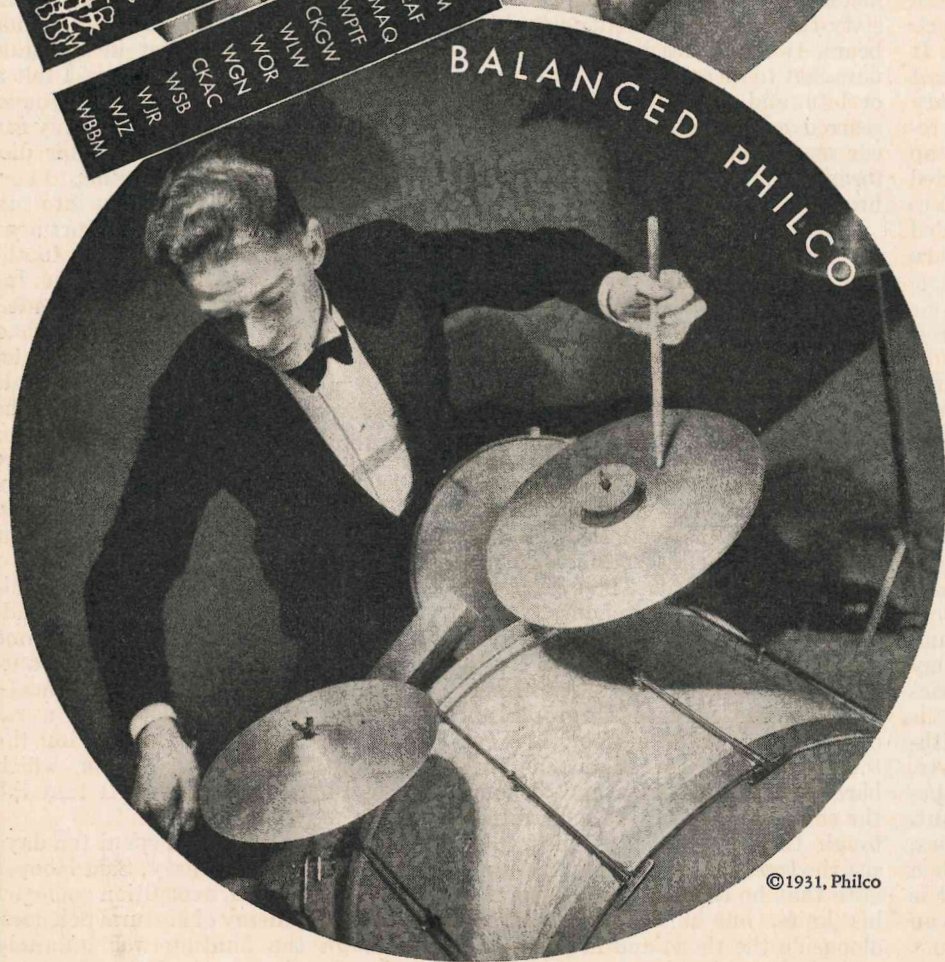
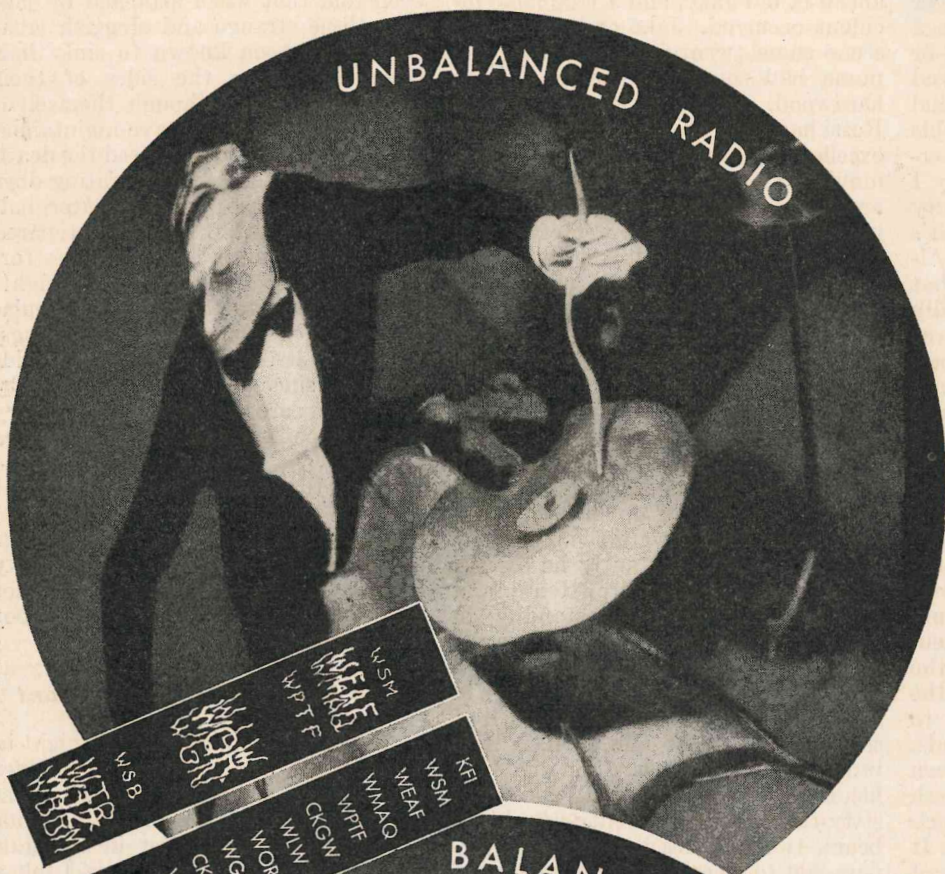


Do you realize that PHILCO AUTOMATIC VOLUME CONTROL at least doubles the number of radio programs you can enjoy?



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Just as the picture at the top represents the distorted tone and blurred reception of 'unbalanced radio', the "station strip" shows the gaps, cross-talk and overlapping stations found on ordinary sets. Below you see the undistorted tone, plus distance and selectivity of every Philco Balanced Superheterodyne—true, clear, vivid—each station separate and distinct, without overlapping or cross-talk.

NOW PHILCO INCLUDES IT IN SETS PRICED AS LOW AS \$69.50 COMPLETE WITH NINE TUBES

No matter where you live—no matter what program you want—Philco's exclusive Automatic Volume Control, in nine cases out of ten, so counteracts fading that you not only *get*, but *bold* and *enjoy* that particular program.

If you live in the city, with numerous nearby locals, still the particular program you want may be on an out-of-town station. With Philco's exclusive Automatic Volume Control you simply tune it in and enjoy it just as clearly, with the same constant volume, as a nearby program.

If you live in the country, with no nearby broadcasting, your choice of enjoyable programs may be multiplied five to ten times by Automatic Volume Control.

Can You Be Content Without It?

When, as in the past, Automatic Volume Control cost around \$200, there may have been good reasons for many to do without it.

But now that it costs so little can anyone really be satisfied without it?

With the Baby Grand at \$69.50, the Lowboy at \$89.75 and the Highboy, with doors, \$109.75, all complete with nine Philco Balanced Tubes, this glorious performance is priced as low or lower than many radios of fewer tubes and without Automatic Volume Control.

Philco's exclusive Automatic Volume Control frees to the limit every phase of performance—the selectivity of Superheterodyne—the power of Screen Grid—the personal selection of 4-Point Tone-Control—the glorious tone and realism of Balanced-Unit construction. Also it prevents the "blasting" from strong locals, while tuning from one station to another, and you bring in dozens of stations without even touching the manual volume control knob.

And then, in both the 9- and 11-tube Philcos you also get the new Pentode Power Tube, an Oversize Electro-Dynamic Speaker, and an Illuminated Station Recording Dial, on which you log your favorite stations, and ever after tune them in quickly and accurately without having to remember their wave lengths.

Automatic Volume Control is also included in PHILCO-Transitone Automobile Radio, \$99.80, installed complete; \$10 extra if car has no aerial. Philco, Philadelphia, Pa.; Philco Products, Ltd., Toronto, Canada.



The 9-tube **BABY GRAND**, above, \$69.50, and the 9-tube **LOWBOY**, at left, \$89.75, both complete with tubes. Both have Automatic Volume Control—4-Point Tone-Control—New Electro-Dynamic Speaker—Illuminated Station Recording Dial—New Pentode Power Tube. Other Philco Radios with Automatic Volume Control: 9-tube Highboy, \$109.75; 11-tube Lowboy, \$149.50; 11-tube Highboy, \$169.50; 11-tube Radio-Phonograph, all electric, with automatic record changer, \$295, all complete with Philco Balanced Tubes.

Philco Balanced-Unit Radio, from \$36.50 to \$295, complete with Philco Balanced Tubes

Prices slightly higher in Canada, Denver and West

PHILCO BALANCED TUBES BETTER THE PERFORMANCE OF ANY RADIO

PHILCO

WORLD'S LARGEST RADIO MANUFACTURER

The Greatest Musical Broadcast of All Time. Leopold Stokowski and the Philadelphia Orchestra, direct from the stage of the Academy of Music, at Philadelphia, in seven full-length concerts, presenting the master music of the ages under Philco sponsorship. The next concert, November 21, from 8:15 to 10 P.M., E.S.T., over the entire Columbia Broadcasting System. Tune in, with your family and friends.