

Radio hasn't changed?...

... Oh, hasn't it! Just hear the new PHILCO!

"RADIO seems to be at a standstill," you may have been saying. "Our old set sounds just as good as the one you buy today."

True, perhaps, a few months ago. There wasn't much to talk about — except possibly some changes in tubes.

But now there is a new radio which musically makes millions of sets as obsolete as an old-fashioned gramophone.

When this new radio was first shown, at the National Radio Dealers' Convention in Chicago, it caused an immediate stampede of dealers and experts. It was always surrounded by eager crowds. It aroused 4 times as many inquiries as any other exhibit. Why? Because Philco has swept aside tradition in engineering, in tone, in selectivity, in distance and in cabinet-work—and has given to the world advantages which everyone can see and hear and afford.

Let any radio owner listen to a new Philco, and instantly he realizes that entirely new standards of radio performance have arrived. On the spot he's likely to consider replacing his old set.

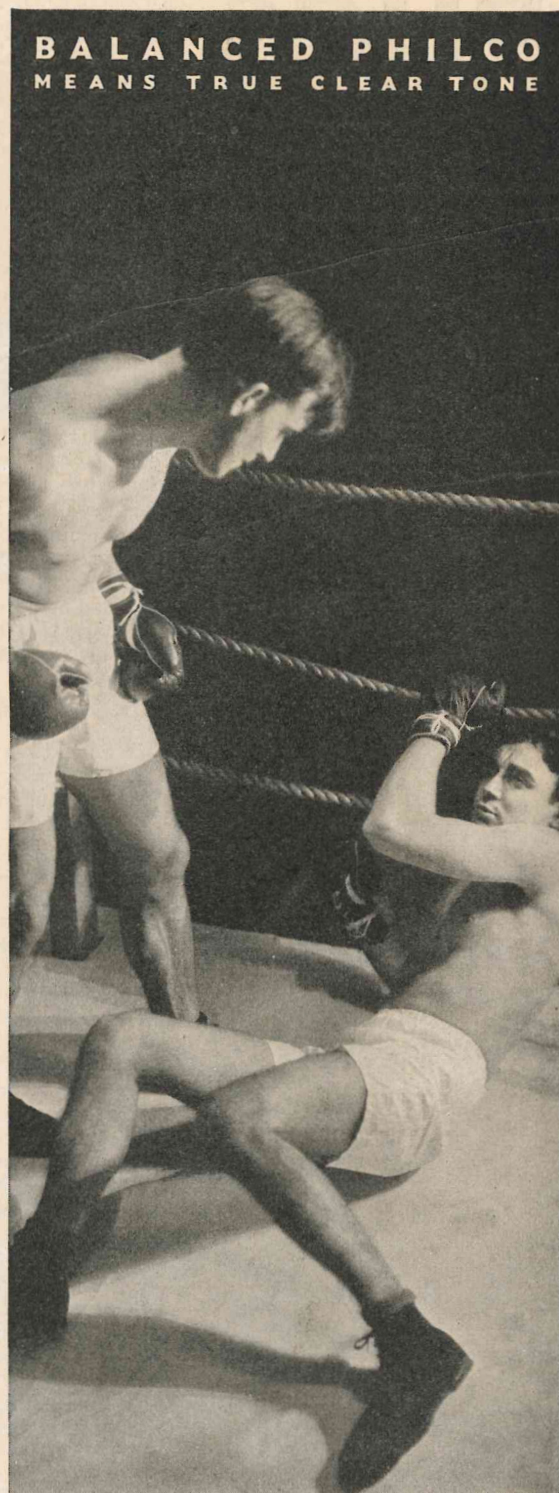
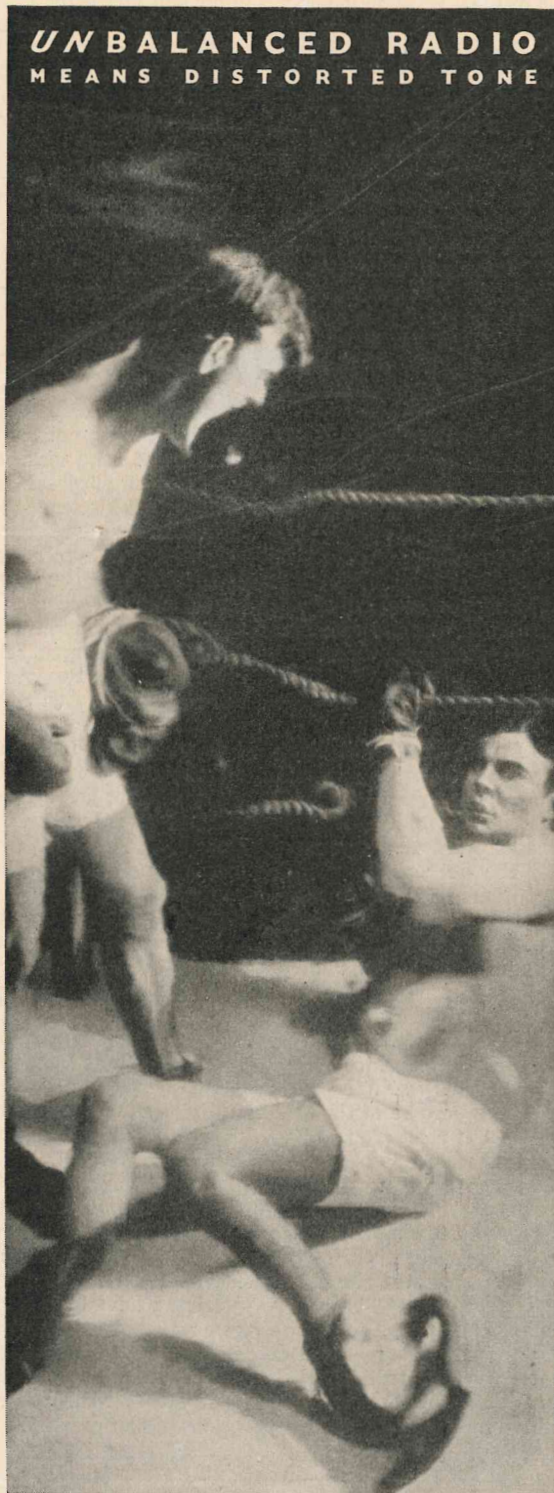
Only natural, for who would be satisfied with the tone of an ordinary set after he has heard a Balanced-Unit Radio? Who would be satisfied with



BALANCED-UNIT HIGHBOY DE LUXE
NEUTRODYNE-PLUS SCREEN GRID
\$205⁰⁰ \$195⁰⁰

Complete range of models from \$67.00 to \$205.00
Tubes extra. Prices slightly higher in Canada, Rocky Mountains and West

EVERY Philco model, regardless of price, uses a GENUINE Electro-Dynamic Speaker and TWO of the new extra powered 245 tubes, push-pull.



Do your friends sometimes have difficulty in understanding the announcer's voice as it comes from your radio? Lack of balance causes most sets to distort the sound of the human voice and of orchestral instruments. Hear the new Philco and instantly you'll recognize how flawlessly true, rich and clear is the tone which Philco engineers achieve by super-exact balancing of all electrical units.

"... AND THEN HE GOT A PHILCO"

an ordinary cabinet when he has seen Philco's costly woods? Who would be content with just the usual programs when he has twirled the Philco dial and brought in dozens of stations he could never pick up before?

Varying with weather conditions and location, California, Mexico, Canada, Cuba, Japan and even Australia are often within the range of a Philco Neutrodyne-Plus. And under any ordinary conditions, the new Philco will sweep

out thousands of miles in every direction. But don't take our word for these extraordinary features. Your Philco dealer will gladly arrange a free demonstration in your own home. Easy terms if you decide that future evenings would seem empty without a Balanced-Unit Radio.

For real entertainment, tune in the Philco Hour every Friday night, 9:30 Eastern Daylight Saving Time.

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

ALL-ELECTRIC



BALANCED-UNIT RADIO