

**UNBALANCED RADIO  
MEANS DISTORTED TONE**



**BALANCED PHILCO  
MEANS TRUE CLEAR TONE**



*Pictured at the left is the distorted tone, typical of a radio whose units are only in approximate balance. Pictured at the right is the wonderfully true, clear tone which Philco achieves in every set by exactly balancing all electrical units in the set.*

*By hundreds of thousands they demanded*

**PHILCO BALANCED-UNIT RADIO**

*... that is why you can have these finest of sets ... at such modest prices*

**R**ADIO has "come of age"—grown up. You no longer value radio as a toy to play with. You value only performance.

Philco set new standards of radio performance in 1929. Those remarkable Philco sets brought instant acclaim. On performance alone they jumped Philco into national leadership in twelve short months.

Then Philco amazed the radio world with its two great, new *Screen Grid* sets for 1930. They set up a standard of value which has thrown all price comparisons into the discard.

Philco challenges any radio at any price to give you such full measure of radio performance; such power; enthralling distance; super-fine selectivity; reduction of static; rich volume, and the famous Philco undistorted TONE, produced by the exact balancing of all electrical units.



*The Super-Performing Philco Screen Grid PLUS*

Includes the recently discovered Philco *Automatic Volume Control*, which, in connection with the tremendous power of this set, gets and holds far-distant stations by effectively counteracting fading. Invaluable for those who live far from the fine broadcast programs. For those in the city, the new Philco double-tuned input circuit sharpens selectivity. It tunes sharply anywhere on the dial and brings in crowded local stations without "cross-talk." Nine



tubes and built-in aerial. Concert-hall volume for dancing and entertaining, with special features which reduce static and background noises. And exactly balanced electrical units—a Philco achievement—giving the standard pure, rich Philco TONE.

The Philco dealer wants to show you the complete range of exquisite Philco models,—Table Models, Consoles, Lowboys, Highboys, de luxe Highboys; priced from \$67 to \$225, including a beautiful butt walnut Console at \$112. He will put one of these wonderful sets in your own home for demonstration, without obligation, so you can learn for yourself, exactly how Philco radio performance can add to your enjoyment. 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.*

*The Remarkable New Philco Screen Grid Radio*  
An entirely new radio circuit with a screen grid tube as the detector, just about doubling amplification. Enormous power with super-acute selectivity produced by

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