



WSM
WEAF
WMAQ
WPTF
CKGW
WLW
WOR
WGN
CKAC
WSB
WJR
WJZ
WBBM

Just as the picture at the left represents the *distorted* tone, the blurred reception of an unbalanced radio—the "station strip" with this picture shows the gaps, the over-lapping of stations found on an ordinary set

At the right you see the *undistorted* tone plus selectivity secured with every Philco Superheterodyne built with balanced units. Each station is distinct and separate—each program clear and vivid on the new Philco

New PHILCO BABY GRAND \$49⁹⁵

Balanced Superheterodyne, complete with 7 tubes

{Including the new Pentode Power Tube}

Mighty Power, Distance, Selectivity, from "Biggest-Performing" Little Radio in the World

The New 7-Tube PHILCO Baby Grand is a *balanced* Superheterodyne!

With the new Pentode Power Tube, Screen Grid and Philco Balanced construction, it looms clear above the realm of "midget sets." It positively outperforms many sets of *greater size and two or three times the price!*

Complete with tubes—nothing else to buy—its startling price makes new *value history* in the radio field.

It goes any place, fits anywhere, is welcome everywhere! As an "extra" for the guest or children's room. In professional reception rooms. In factories, actually speeding production. For the boy or girl at college, it is the gift supreme. To beach cottage, camp or summer home, it brings the rich adornment of music, news and entertainment—with the gorgeous, vivid, life-like tone of Philco Balanced-Unit construction.



7-Tube (4 Screen Grid) including new Pentode Power Tube, oversize Electro-Dynamic Speaker with 25% greater efficiency. Genuine American Black Walnut Cabinet—Figured Walnut Instrument Panel—Tone-Control—Illuminated Station Recording Dial—Size, 16 inches wide, 17½ inches high.

It is engineered to truly marvelous distance. Its powerful seven-tube range, including Screen Grid, and the New Pentode Tube, *plus* Superheterodyne selectivity, *plus* all electrical balanced units, combine more big-performance radio than was ever thought possible in such compact size.

Philco Balanced-Unit performance is also available, in a DC Baby Grand for direct current operation, at \$60.95; in a beautiful new Highboy, at \$65.75, and an all-electric Radio-Phonograph, at \$110.

Your Philco dealer now offers a completely new line of Balanced Superheterodynes—in 7, 9 and 11-tube sets, Baby Grands, Lowboys, Highboys, ranging from \$49.95 to \$169.50. Also Radio-Phonographs from \$110 to \$295, and Philco-Transitone, the marvelous new automobile radio, at \$99.80 installed complete. All prices complete with tubes, nothing else to buy. Prices slightly higher in Canada, Denver and West.

PHILCO Balanced Tubes Better the Performance of Any Radio

Philco, Philadelphia, Pa. Philco Products, Ltd., Toronto

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PHILCO

WORLD'S LARGEST RADIO MANUFACTURER

IT TAKES A BALANCED SUPERHETERODYNE TO MEET PRESENT-DAY DEMANDS OF CROWDED BROADCASTING CONDITIONS