

# To Mother or



UNBALANCED RADIO



BALANCED PHILCO

Just as the picture at the left represents the *distorted* tone and blurred reception of partly balanced radios, the "station strip" shows the gaps, cross-talk and overlapping stations found on ordinary sets. At right, you see the *undistorted* tone, plus distance and selectivity of every Philco Balanced-Superheterodyne Radio

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

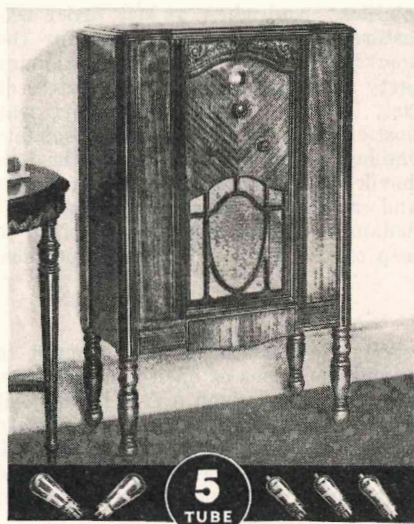
## THE GIFT THEY'LL LIKE —THE PRICE YOU'LL LIKE!

- SELF-POWERED SHORT-WAVE CONVERTER . . . \$39.50
  - 5-TUBE T. R. F.
  - BABY GRAND . . . . . \$36.50
  - LOWBOY . . . . . 49.95
  - 7-TUBE SUPERHETERODYNE
  - BABY GRAND . . . . . \$49.95
  - HIGHBOY . . . . . 65.75
  - LAZYBOY . . . . . 69.50
  - RADIO-PHONOGRAPH . . 110.00
  - GRANDFATHER CLOCK . . 89.50  
(all-electric)
  - 9-TUBE SUPERHETERODYNE  
with Automatic Volume Control
  - BABY GRAND . . . . . \$69.50
  - LOWBOY . . . . . 89.75
  - HIGHBOY . . . . . 109.75
  - 11-TUBE SUPERHETERODYNE-PLUS  
with Automatic Volume Control,  
push-pull Pentodes, and furniture by  
Norman Bel-Geddes
  - LOWBOY . . . . . \$149.50
  - HIGHBOY . . . . . 169.50
  - RADIO-PHONOGRAPH  
all-electric with Automatic  
Record changer . . . . . 295.00
- All prices complete with Philco Balanced Tubes. Slightly higher in Canada, Denver and West



**SHORT-WAVE CONVERTER \$39.50**  
SELF-POWERED

Complete with tubes. Get Europe! Airplane broadcasts! Police calls! Famous short-wave stations in the United States! No plug-in coils to change. A single switch controls all coil connections. Has own power—doesn't drain supply of radio set, which often causes damage to transformer and other parts, as well as causing poor reception due to reduced voltages. Hand-rubbed Mahogany cabinet. A marvelous gift that everyone will enjoy!



**5-TUBE LOWBOY \$49.95**

Complete with tubes. This is the greatest entertainment value in the world! And what a gift for the money! Handsomely designed and executed in genuine Mahogany. Combines Philco Balanced-Unit construction with Screen Grid, Pentode Power Tube and genuine Electro-Dynamic Speaker for good distance and clear-toned reception. Greatest radio value ever offered at anywhere near that price. Also a 5-Tube BABY GRAND at \$36.50, complete with tubes.



**7-TUBE BABY GRAND \$49.95**

Complete with tubes. Here is full-fledged performance with more radio enjoyment than many sets of double the size and far greater cost! Here you get Screen Grid, New Pentode Power Tube, Illuminated Station Recording Dial, Balanced Units, Superheterodyne selectivity, Electro-Dynamic Speaker, with glorious performance and tone that Philco can exclusively give. Also a HIGHBOY at \$65.75 and a RADIO-PHONOGRAPH at \$110, both complete with 7 tubes.