

WHEN CHARLES ROGERS, STAR OF THE PARAMOUNT PICTURE "FOLLOW THRU" goes on the air, a radio set whose units are but partially balanced can only bring you the distorted tone pictured at the left. With Philco's exact balancing of all units in the set, you get the true, clear, undistorted tone pictured at the right



The great little name in radio

PHILCO BABY GRAND... \$49.50

*... one month old ...
years ahead in popular favor*

LIKE the understudy who played a star part and woke up famous, the Philco Baby Grand Radio has won a public of its own in a single month.

This great little radio—understudy to the famous Philco Line of super-performing radios—is the first full-fledged, big-toned, finely-selective Screen Grid Radio ever produced at such a price.

When announced a month ago we said, "Philco knows the public will want a lot of these wonderful sets." The prophecy has been fulfilled—in quick time. The demand already is enormous. And no wonder!

The Philco Baby Grand has the *quality* you look for in receivers costing many times this price. It is a Balanced-Unit set—Philco's exclusive method of balancing all electrical units to give full, rich, true tone, *without distortion*.

Seven tubes; three of them Screen Grid; and double-tuned input circuit gives remarkable selectivity without cross-talk. The built-in speaker is genuine electro-dynamic. The handsome Gothic design cabinet is gen-

uine walnut. Never before have trade and public seen such a VALUE.

Many want it for an EXTRA radio set
The day has come, too, when many people find they want TWO radio sets.

While the young folks dance to a jazz program in the parlor, Father and Mother can listen to some fine music upstairs. For the guest room, the Baby Grand

PHILCO BABY GRAND

Handsome Gothic design; genuine walnut; 7 tubes (3 screen grid); genuine Electro-Dynamic Speaker built-in; double-tuned input circuit; push-pull; All-Electric; 16 ins. wide; 17½ ins. high. \$49.50 less tubes
Full size radio performance in small space. ONLY

Sold with 7 Philco Balanced Tubes. Price slightly higher in Canada



is hospitality supreme. For that boy or girl at college, the Baby Grand adds entertainment to higher education at a mighty low tuition fee. And what a gift it makes, for all occasions!

The Philco Baby Grand is all-electric. It just plugs into any AC light socket and is easily moved from room to room; finely sensitive; tunes accurately and gives genuine "big radio" performance in compact space.

If you haven't seen or heard the Philco Baby Grand, better see your dealer today. He will be glad to give you a free demonstration, of course, and easy terms when you, too, decide you must have a Baby Grand.

The Philco dealer also offers a complete line of Philco Radios in beautiful Consoles, Lowboys and Highboys from \$95 to \$145; Radio-Phonograph at \$198 and magnificent Concert Grand Radio-Phonograph, greatest of all receivers, at \$350. Each Philco Radio is the finest that can be produced by a leader of the industry—Philco. Furthermore, enjoy radio as you ride. Transitone Automobile Radio now is sold by all Philco dealers.

PHILCO, PHILADELPHIA, PA.
Makers of the famous Philco Radio, Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, etc., etc.
IN CANADA: PHILCO PRODUCTS, LTD., TORONTO