

Store Open 9 A. M. to 5:30 P. M.

For Thursday

Gifts for friends at a great distance should be started early.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Let this be a Radio Christmas! Expert services and proved good equipment await you.

For Thursday

Philadelphia, Wednesday, November 22, 1923



Be a Wizard! Summon the Entertainers of the World

No need to use up an evening with uncongenial entertainment—to "sit through a show" that doesn't suit your whim.

Let Radio Pick You An Evening-ful

Wherever you are—sit comfortable in slippared ease and get—

- | | |
|------------------|-------------------------------|
| Market Reports | Weather Reports |
| Football Results | News of the Day |
| Concerts | The Best of the Musical Shows |
| Lectures | Sermons |
| | Opera |

The world has awakened to Radio—and artists are no longer jealous. Whoever has a message seeks radio.

And you have selective control of the Continent of news and entertainment.

Complicated? Not a bit of it. Boys assemble wonderful sets — and any bright boy of twelve can control any set we sell.

Radio is relatively a new science busying some of the great brains of the world, and now the business of worth is having skimmed off the trickery and "made-to-sell things" that had a market when none of us knew much about it.

On Saturday Secretary Weeks released from the Army—

Major-General John G. Harbord

Second Only to Pershing in the Nation's Regard, to Head—

The Radio Corporation of America

of which Gimbel Brothers are Philadelphia Representatives.

This association banishes from your perplexities all doubtful and experimental and money-wasting outfits and parts — and gives you here the full line of productions of—

**American Telegraph and Telephone Co.
The General Electric Co.
Westinghouse Electric and Mfg. Co.
Wireless Specialty Apparatus Co.**

and puts back of the Store the laboratory and research facilities of these leaders in the field of Radio.

Two Consulting Experts from the Radio Corporation back the work of our large corps of Radio Engineers.

We have banished waste and costly experiments and replaced standard goods at right prices.

Make This a Radio Christmas

Seventy-five-thousand-dollar stock of Radio Goods ready; more promised for holiday delivery.

The Westinghouse Radiola Grand

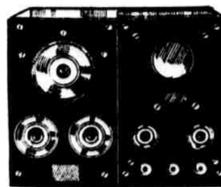
is the latest product of the Westinghouse corporation. It is of the cabinet type with self-enclosed loud speaker. This beautiful instrument will do credit to any home.



- Radiola Grand with Tubes and "B" Batteries . . . \$325.00
- Radiola Grand Cabinet Stand for Holding Batteries and Supporting Set . . . \$25.00
- Delivery Before Xmas if Ordered Now

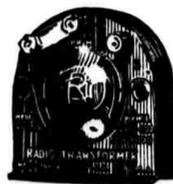
Westinghouse R-C Set

A high-grade and efficient regenerative receiver with detector and two stages of amplification. Wave length 180 to 700 meters.



Westinghouse R-C Set, \$132.50

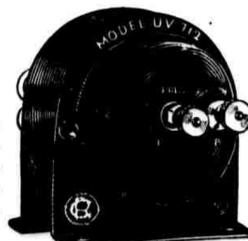
- Westinghouse R-C Receivers . . . \$132.50
- Accessories bring this set to approximately \$175.



RCA Radio, \$6.50

Radio frequency transformer range of 200 to 5000 meters—complete shielded. "RCA designed," that's enough.
Price . . . \$6.50

Audio frequency transformer—a high ratio audio transformer that produces maximum amplification with minimum howling and distortion.
RCA UV 712 . . . \$7.00



RCA Audio, \$7

Aerliola Sr. Sets—more in successful use than of any other make. A complete receiving set. No storage battery required . . . \$65
Or with Antenna and all accessories . . . \$75

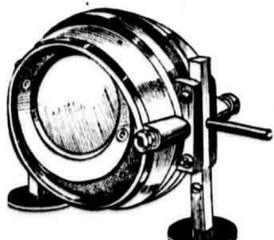


Aerliola Sr. \$65

Seibt Head Set



8000 ohm head set which has never sold for less than \$12.00. A quality product from Germany's largest manufacturer of radio apparatus. \$6.
Seibt Head Set, \$6



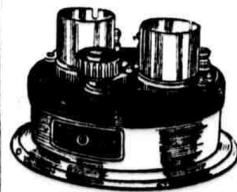
Formaklite Variometer, \$8

Formaklite Variometer

The Atwater Kent moulded Formaklite Variometer — a beautifully designed product that will be a credit to any set and will work to your entire satisfaction.

- Variocoupler (Unmounted) \$8.00
- Variometer (Unmounted) \$8.00

Some Accessories for Those Who Build Their Own Sets



Two-Step Amplifier, \$16

Two-Step Amplifier

The Atwater Kent 2-step amplifier — the newest and lowest price amplifier on the market. A wonderful buy at \$16.00



Westinghouse Vocorola, \$20

Westinghouse Vocorola

Westinghouse—A loud speaker made by Westinghouse to satisfy a demand for a better amplifier. The real speaker to give you results.

- Westinghouse Vocorola . . . \$20



Mounted Variocoupler, \$13

Mounted Variocoupler

The Atwater Kent mounted variocoupler contains the same superb workmanship and superior design that makes the line so popular.

- Mounted Variocoupler, \$13

—Gimbels, W I P Radio Station, Studio and Salesroom, Seventh floor.