

Sound of Music
Presents



From 1927 to 1942

RADIO

*A Blast
from
the Past*

by H.G. Wolff and I. Jacobson

Price: \$25.00

Bill Wood

20.00

34295

**A
BLAST FROM
THE PAST**

INTRODUCTION

When Guglielmo Marconi first began his experiments with transmitted sound some 90 years ago, few could have realized the immense importance and influence which these experiments would lead to. Indeed, there remained much skepticism about the useful application of this means of communication and a lack of interest in its exploitation. Yet 25 years later, radio, as it came to be known, became a proven medium and was shortly on its way to becoming a major force and influence in the 20th Century.

Nowhere did radio make its mark as prominently as in the United States. With the advent of "Coolidge Prosperity" in the mid 1920's, there arose a veritable explosion of companies devoted entirely or mainly to the production of radios. As time progressed, greater innovations in the technical as well as aesthetic aspects of radio production began to appear. By the early 1930's with the Depression in full gear, many Americans turned to radio as a solace for an otherwise drab and difficult time. New and more varied programs were broadcast – variety shows, dramas, mysteries, and classical and popular music forms. A new term came into being – soap opera – used to describe the 15 minute dramas which could be heard every day and which millions of people followed with avid interest. Radio also became a medium for politics as presidents, prime ministers and dictators alike sought to exploit its various possibilities. Manufacturers soon vied with one another to produce the most interesting and exquisite cabinets, richly engrained with inlaid and intricate designs, using the finest wood available. Soon each company's style of cabinet could be recognized anywhere, as was the case with automobiles. By 1940 radio had indeed become "King" and a radio set could be found in virtually every American home. By the time World War II had begun, radios had become home entertainment centers, with short wave, police, and ship bands included on the dials, and with phonograph turntables built into the radio sets. Thus did radio reach its zenith.

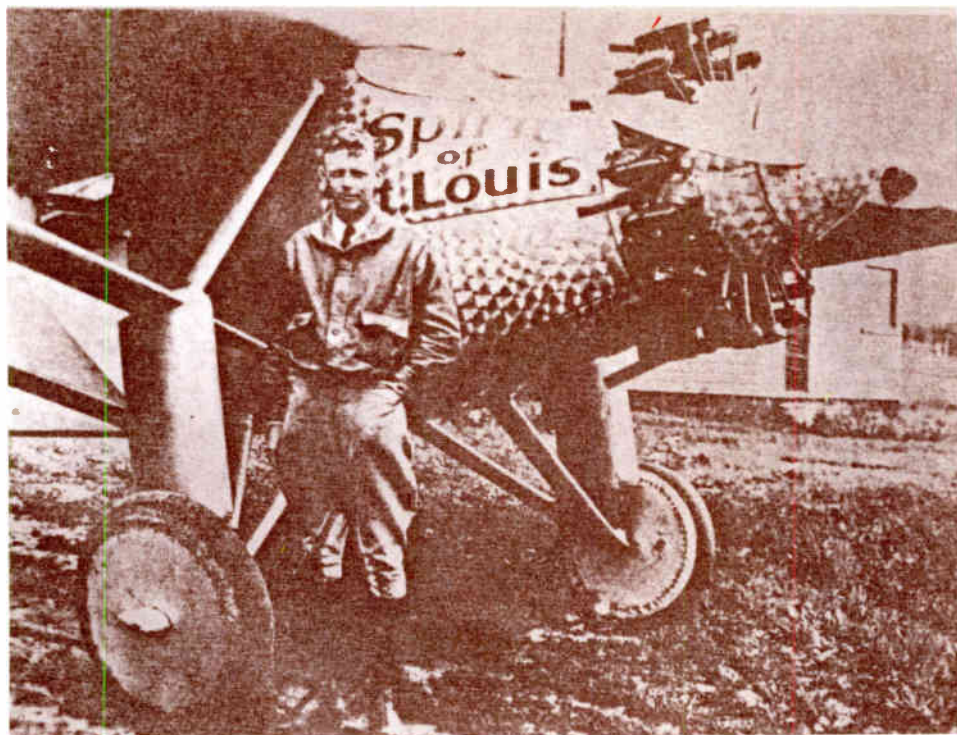
This book presents a comprehensive picture of the most important years of radio development in the United States. Every attempt has been made to offer full representative samplings of virtually every important model created during that period. In addition to photographs of these radios, you will find brief descriptions of these radio sets together with the important events, movies, songs, plays, and books that were prominent in each year.

It is important to keep in mind that the prices shown on each picture reflect only the price of these radios at the time they were manufactured and in no way can it be assumed that these prices would prevail today. There are many variables which will determine the cost of these radios today, including make, model, year, condition and rarity. Likewise, no radio of this era is safe to operate unless it has undergone a complete internal restoration. This book has been compiled to present the reader with the most authentic and comprehensive work on antique radios. It will be highly useful both as a reference work and for pure enjoyment.

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1927



Charles A. Lindbergh and *The Spirit of St. Louis*.

MAJOR EVENTS IN HISTORY

1927

Charles Lindbergh becomes the first person to fly non-stop across the Atlantic – New York to Paris – in 33½ hours, solo.

Civil War rages in China.

President Coolidge announces that he will not run for another term in 1928.

Sacco and Vanzetti are executed for murder after a sensational trial which drew worldwide attention.



Graham McNamee interviews Babe Ruth. 1927

TOP MUSICALS

Hit The Deck

Showboat

TOP MOVIE

The Jazz Singer

TOP PLAYS

A Connecticut Yankee

The Petrified Forest

Waterloo Bridge

TOP SONGS

Russian Lullaby

Old Man River

My Blue Heaven

Hallelujah; Blue Skies

Tree In The Park

My Heart Stood Still

TOP BOOKS

The Bridge of San Luis Rey

Thornton Wilder

Death Comes For The Archbishop

Willa Cather

Steppenwolf

Herman Hesse



The Sylfan
Frusto-Cone
Model F

CONE SPEAKERS

-- *that will*

*Create
Sales*

The Sylfan Frusto-Cone Speaker, with its new and novel features not incorporated in any other speaker will revolutionize your customers' ideas of what to expect from a cone speaker. Regardless of their present speaker they will be interested in the Sylfan Frusto Speaker which is adjustable for either high or low pitch reception. Its four color floral design also makes it an ornament to any room.

Backing up this "brand new" cone are the well established Enchanter Model H and Model G cone speakers. The quality of reproduction and tone range of these cone speakers have made them real **PROFIT BUILDERS**.

Dealers and jobbers who are interested in profits from cone speakers should communicate with us immediately.



The Enchanter
Model H

BAKER-SMITH COMPANY

CHRONICLE BUILDING:
SAN FRANCISCO

National Distributors



The Enchanter
Model G

1927

Magnetic *Type* Reproducers



Crosley Radio Corp., Cincinnati, Ohio \$25



Radio Corp. of America, New York City, \$35



Philadelphia Storage Battery Co., Philadelphia, Pa. \$25



Temple, Inc., Chicago, Ill. \$29



Stevens Mfg. Corp., New York City, \$35



P. A. D. Andrea, Inc., Long Island City, N. Y. \$30



Kolster Radio Corp., Newark, N. J. \$35



Farrand Mfg. Co., Inc., Long Island City, N. Y. \$35



Atwater Kent Mfg. Co., Philadelphia, Pa. \$24



Tower Mfg. Corp., Boston, Mass. \$11.95



National Carbon Company, New York City



A. H. Grebe & Co., Inc., New York City, \$17.50



Timmons Radio Corp., Philadelphia, Pa. \$25



Sandar Corp., Long Island City, N. Y. \$19.50



O'Neil Mfg. Corp., West New York, N. J. \$30



Signal Warner Speedometer Corp., Chicago, Ill. \$16.50



Utah Radio Products Corp., Chicago, Ill. \$30

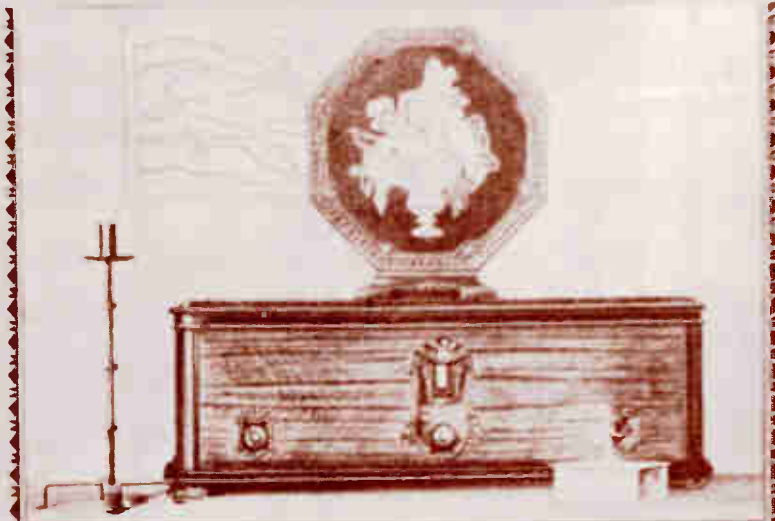


Operadio Mfg. Co., St. Charles, Ill. \$25

The new Super-Heterodynes sensational new line



This new model in
radios is the
most beautiful
ever designed



RCA
LUX SPEAKER
The famous "LUX" in
this line. The speaker
made a class of music
never before heard. Top
notch sound. A new
development that will
fit into any scheme of
decoration. \$27.50

RCA RADIOLA 400—The latest super-cabinet and wireless RCA Super-Heterodyne, now with
the new A.C. tubes, for simplified, trouble-free operation. Remarkably faithful reproduction.
Ideal for congenial broadcasting gram-ophones, wireless for places where fine broadcast stations
illuminate simple life. Two-level cabinet, veneered with walnut. 150% for Radioman.



RCA RADIOLA 302—Cabinet model of the new RCA
Super-Heterodyne. The enclosed Dynaflex Spades is an
improved model of the famous RCA Reproducer.
Superior fidelity of reproduction over its entire musical
range never before achieved in radio. Beautiful cabinet
of walnut veneer with maple inlays.
\$375 (less Radioman)



RCA RADIOLA 301—In size model of the RCA
Super-Heterodyne. Special automatic volume control
keeping in mind when using radio in any degree
from degree of volume. Needs more for maximum
enjoyment. Attractive beauty of construction. Perfect
material of choice. Limited in price. Perfect
cabinet of choice. \$550 (less Radioman)



RCA RADIOLA 304—Cabinet model of the new
of the famous RCA Super-Heterodyne with RCA
LUX speaker. All the new features in an attractive
cabinet in fine maple veneer. (Special direct) from
the Radioman.
\$285 (less Radioman)

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

The Outstanding Radio Line for a Profitable 1927

The ERLA SUPER-SIX [RFL] RECEIVER

The crowning achievement in radio for 1927 is the new Erla RFL Super-Six—a six-tube completely shielded receiver with true one-dial control. Reproducing units perfected to the highest limit which deliver broadcast entertainments so faithfully that all former standards of reception have been revised. Surpasses any new type phonograph in quality of reproduction and volume. To appreciate how far advanced this new receiver is over other types, we invite you to compare the Erla Super-Six with any other receiver or phonograph.



Erla cabinets are true art objects, worthy of a distinguished place in the best dressing room. The Super-Six shown here is of dark American Walnut, trimmed in lacquered with panels of matched Bur Walnut. This set is \$295.00. The six-tube table cabinet is \$210.00. Slightly higher west of Rocky Mountains.



OFFERS YOUR CUSTOMERS ADVANTAGES THAT ARE YEARS AHEAD

Here is your chance to "scoop" your competitors and "cash in" on this new receiver; a chance to get in on the ground floor and take out the big profits while others are getting ready to follow our lead.

The Super-Six operates on an antennae from one foot to 100 feet in length, or on a loop. In its ability to bring in distant stations, it eclipses any receiver ever made. It is super-sensitive yet simple to tune, and squeals and howls are banished forever. It is not critical. The RFL circuit has been perfected to its highest efficiency by Erla engineers and this new receiver is so easy to tune that a child can get distant stations with greatest ease.

In the reproducing elements the Erla engineers have outdistanced the entire radio field. The new Erla Omnitonic

unit reproduces all tones of the musical scale. The Erla Concert Grand Audios are the most costly instruments of their kind ever used in any receiver. These in combination with a 92" air column horn will reproduce any instrument, note or harmonic that the human ear has ever heard and reproduce them with volume and faithfulness.

Here is the simplified radio that thousands have been waiting for; as easy to tune as winding a watch—a receiver that makes the novice an expert in getting distant stations. Here is a rare opportunity—a receiver that is so outstandingly superior that it makes others obsolete and opens new fields for sales development—an opportunity that will put you a year ahead of competition if you take advantage of it now.

Sign and mail the coupon and let us tell you about the most valuable sales franchise in radio. But don't put it off. The established Erla policy is to give dealers restricted territories. Only one dealer in each community will have this opportunity; so if you are interested in making more money, sign and mail the coupon for full particulars today.

YOUR OPPORTUNITY

ELECTRICAL RESEARCH LABORATORIES
Dept. 239, 25th St. and Cottage Grove Ave., Chicago
Gentlemen: Please send me complete literature and details on your new 6-tube Methodic Receiver with True single dial control.

Name _____

Firm Name _____

Address _____

(I understand this does not obligate me in any way.)

ELECTRICAL RESEARCH LABORATORIES



CHICAGO, ILLINOIS, U. S. A.



EXHIBITORS' SECTION ~ RMA TRADE SHOW

BOOTH NO.

It *Looks* Like a \$250 Set



*And its Performance
Equals its Appearance*

THERE'S a lot more than high-sounding platitudes to be said about this new Model 37 WorkRite. A list of its features reads like the royalty of radio; special 8 tube circuit with 1 power tube; all metal chassis; complete copper shielding; antenna or loop aerial; single illuminated drum-type control; accurate tuning chart; and a cabinet that proves beyond argument the wonderful value

Yet it sells for only **\$160⁰⁰** without Table

of this WorkRite masterpiece. Will it sell? Just one look at it and you will answer your own question with a "Yes", and you will say it most emphatically.

Price **\$160⁰⁰**
less Table

There are two 6 tube models to complete the WorkRite line for this season. Here's your opportunity to secure a radio line that you can boast and that will boast you. Write or wire for detailed information.

FULLY SHIELDED
WORK RITE

THE WORKRITE MFG. CO.

1812 East 30th Street - CLEVELAND, Ohio

Sales Department: THE ZONEX COMPANY - Chicago, Illinois

Exhibited at
Booth 34
at the
R.M.A. Show
CHICAGO



What's New in Radio and

This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products.



Six-Tube Shielded Receiver

Radio Retailing, April, 1927
The Langley-Kaufman Radio Company, 87 Franklin St., New Haven, Conn., has just placed the illustrated "Bobby Junior Six" on the market. This is a six tube shielded radio frequency receiver, with shielded grid, cathode detector, and shielded final through filamenting. The circuit is two stages of radio frequency amplification, detector, one transformer and two resistance coupled audio stages. The cabinet is of mahogany and the internal construction is steel, aluminum and bakelite. Intended retail price, \$40.

Three-Dial Five-Tube Receiver

Radio Retailing, April, 1927
The Imperial Radio Corporation of Grand Rapids, Michigan, makes a five-tube, three-dial control receiver known as "Michigan Five." This is a tuned radio frequency set to be operated on either 100 or short antenna and may be used with either dry or wet batteries. The intended retail price, less accessories, is \$45.



Cabinet Cone Speaker

Radio Retailing, April, 1927
The Progressive Medical Instrument Corporation, 224 South Avenue, New York, is now in production on the illustrated 15 cabinet speaker. This incorporates a cone speaker operated with fourteen inches of surface drive and eight cubic feet of cone chamber. The cabinet is finished in two tone brown mahogany and 22 feet of wood is required. The cabinet is 24 1/2 in. high and 12 in. wide and 18 in. deep. The intended retail price is \$22.

Combination Soundboard, Air-Column and Cone Loud Speaker

Radio Retailing, April, 1927
The Ampion Corporation of America, 28 Madison Ave., New York City, has recently developed the "Ampion Grand" model AC-11. This reproducer is a combination of air-column, cone and shielded loud, resulting, according to the manufacturer, in depth of tone, resonance and the natural tone. This reproducer does not need a power amplifier but functions perfectly when used with one. The handsome walnut cabinet is attractively built and richly finished. The overall dimensions are 24 in. high, 22 in. wide, and 18 1/2 in. deep. The intended retail price is \$124, and production is limited.



Six-Tube Socket Power Receiver

Radio Retailing, April, 1927
The illustrated six-tube socket power receiver is made by the Crosley Radio Corporation, 241 Colerain Ave., Cincinnati, O. This model AC-7 has a sloping panel, solid mahogany, two-tone rubbed. Operates directly from the electric light socket, when used with the socket power supply made by this company. 100 type tubes are used in all but the last audio stage, where a 127 type is used. Overall dimensions are 18 1/2 in. high, 20 1/2 in. long and 12 1/2 in. deep. Intended retail price, less accessories, \$75.



Hi-Mu Receiving Tube

Radio Retailing, April, 1927
E. P. Conditon, Inc., New York City, announces the CX-140 Hi-mu amplifying tube. This tube is designed primarily to be used with resistance-coupled amplifiers and has a cut-off of 50. It is a seven 7 amp tube similar in size and appearance to the ordinary tube. It is recommended to be used with a B battery voltage of from 135 to 160. When used with resistance-coupled amplifiers, a negative grid bias should be used, and due to the extremely high voltage amplification, this tube should prove very valuable to users of resistance-coupled amplification. The intended retail price is \$2.25.



Six-Tube Receiver

Radio Retailing, April, 1927
The illustrated receiver set is the newest model to be added to the extensive line manufactured by Shonora Brothers Co., with executive offices at 614 S. Michigan Blvd., Chicago, Ill. This model contains the regular 1927 chassis—one dial control, six-tube tuned radio frequency one detector and three stages of audio frequency—used in manufactured radio the prestige granted by the U. S. Navy Department. The walnut cabinet is finished around the photographic style and an attractive grid of gold-leaf shades a U-GAN cone. It is fitted with a drop-eaf and when desired the chassis may be completely enclosed. Spectrum compartments have been allowed for batteries, chargers, etc. This model will retail for less than \$100.





Enduring
BEAUTY
in *RADIO*

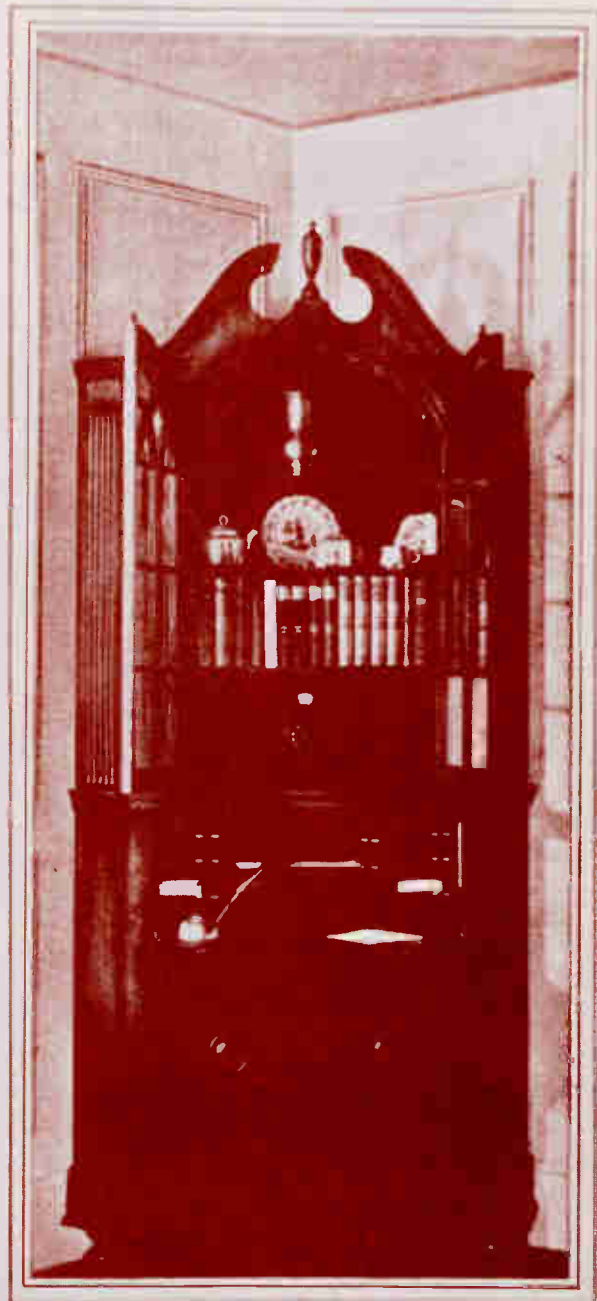
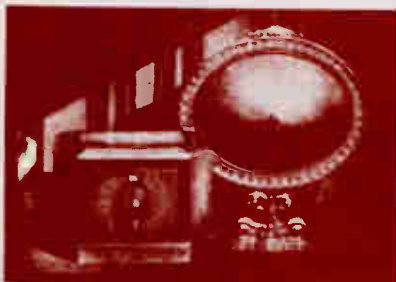
THERE is an opportunity now for dealers to offer, along with a radio receiver that is scientifically correct, a piece of beautiful furniture, handsomely executed, designed to be a permanent addition to the home.

The Splitdorf Radio Corporation, in a selection of beautiful authentic period furniture models of radio receivers, has created the first line to meet the requirements of the buyer who today prefers a radio instrument that combines lasting decorative value with superb musical qualities.

12 models. List prices from \$45 to \$800.

Prices apply only east of the Rockies

THE ANBY—Patterned after an Old World jewel case. Devoid of metal trimmings. Done in deep antique walnut, with carved ornament. Equipped with the new Splitdorf Single Dial Receiver, employing four tuned circuits. List price, without accessories, \$100. Splitdorf Period Cone Tone, \$35.



Cabinets designed under the personal direction of Mr. Noel S. Dunbar

THE WINTHROP—An early American corner secretary. Radio receiver, writing desk and bookcase combined. Equipped with the famous Splitdorf Single Dial 6-tube Radio Receiver, loud-speaker, and the Splitdorf socket power plant or, at option, the Splitdorf Electric Receiver (A. C. operated). The power plant is located in the compartment below the desk. List price with Socket Power, \$600.

SPLITDORF Radio CORPORATION

Subsidiary of Splitdorf-Beeblechem Electrical Company

NEWARK



NEW JERSEY

The Year's Trend in Set Design

Composite views of 1927's table and console model sets based on a survey of the products of 200 manufacturers in *Radio Retailing's* July and August set listing



\$101

1927's average table type set lists at \$101, weighs 31 lb. and is 9 in. high, 23 in. wide and 12 in. deep. Only 8 per cent of the types manufactured are equipped with built-in loudspeakers.

INCREASING interest in highboy and console type receiving sets is reflected this year in the catalogs of principal radio manufacturers. Seventy per cent of the types offered by manufacturers are of the console variety. In 1926 so few consoles were sold in proportion to the number of table models disposed of, that this larger type of receiver had little bearing on the specifications of the year's average receiver.

This year the situation is entirely altered. So many consoles have appeared on the market that an average set figure including this type would be misleading. If this were done, for instance, the list price of the average receiver would appear as \$151, its weight would be given as 56 lb., and every other figure presented would be out of proportion to the same degree. For this reason the average console receiver and the average table model are pictured separately.

Tuned Radio Frequency Predominates

More than 80 per cent of the various lines offered by manufacturers this year are of the T.R.F. variety. Approximately 6 per cent of the sets offered by manufacturers employ the Neutrodyne principle, while regenerative circuits are used in another 6 per cent of the types offered.

Though the average set employs 2 dials, 41 per cent of the sets available provide for three-dial control, 34 per cent use two tuning dials and 23 per cent are equipped for single-control operation.

The figures used on this page are based on the number of models offered by manufacturers, and not on the number of sets actually produced.

The 1927 Average Set

(both table and console) has—

- 5 **Tubes**—40 per cent of the types made accommodate either dry cell or storage battery tubes.
- 2 **Stages of Radio Frequency**—Very few sets employing less than this number and many manufacturers swinging to multi-stage r.f. sets.
- 2 **Stages of Audio Frequency**—With an average slightly higher than last year due to the development of resistance and impedance coupling methods.
- 2 **Tuning Controls**—Simplified control rapidly becoming a necessity in the higher priced models.



\$202

The season's composite console model lists at \$202, weighs 62 lb. and is 37 in. high, 30 in. wide and 12 in. deep. 52 per cent of the types manufactured contain built-in speakers.

Sell performance — at a price



Radiola 20,
list, . \$115

Radiola 20. Challenging the tone quality and performance of its bigger and higher priced competitors! Twenty times as selective as the average antenna set, and therefore replacing thousands of other sets in the congested broadcast areas. One of the finest values in radio today!

Sell *now* to the traveler



Radiola 26,
list, . \$225

Radiola 26. A double-purpose set. Portable—easy to carry—completely self-contained—for the winter vacationist going south. And a very attractive home set finished in walnut that is richly grained. For the living room now—and out-o'-doors next summer, for those who are spending the winter at home.

Sell *battery* or "light socket" operation



Radiola 28,
list, . \$260



This sign marks
the leading store
in every area
where.

Radiola 28. Eight tube super-heterodyne—known for the finest performance in radio. For battery operation. Or for complete A.C. operation, as when it is combined with RCA Loudspeaker 104.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

More than fine furniture—
follow this selling idea
and watch your cabinet sales jump!



No. 925
 20x48-in. top
 Solid Mahogany
 with Super Zenith

*All Watson town tables are shipped
 in Plywood cases.*

READ

what these Repeat Order
 customers say:

"Your tables are the finest we have
 ever handled and at the price, they
 are ahead of anything in the line
 of Radio Furniture."

"Order arrived in fine condition
 and very much admired."

"Received our shipment of No.
 924 and very much pleased with
 them."

"We have uncrated these tables
 and set them up. We like them
 and desire to place another order
 as follows."

"We have received the Radio
 Tables and Cabinets and are well
 pleased with them, therefore, we
 are sending in another order."

"Have had some of your tables and
 liked them very much."

"At the price these cabinets were
 beyond my expectation. I was
 most agreeably surprised."

Fine Radio tables to *match* the sets you carry!

The sets selling fastest today are table models. Think them
 over—Radiola, Atwater-Kent, Crosley, Bosch, and all the
 leaders.

People are buying sets on *performance*.
 Let them choose their own cabinets. Style
 shouldn't govern the choice of the sets them-
 selves. You will have less money tied up
 in stock.

In our new catalog you will
 find fine Radio tables to har-
 monize with all standard sets—
 cabinets that are exceptionally
 well made, yet sell at prices far
 below any other quality line.

Display your sets on these fine
 Radio tables, and provide a
 setting for them that will show
 them off well.



No. 917
 with
 Radiola
 25

**Feature
 Your Sets on
 Our Radio Tables**



No. 919
 with
 Radiola 20

"A Table for Every Set"

WRITE NOW

for Prices and Our Complete
ILLUSTRATED CATALOG



No. 924
 18x22-in. top
 Solid Mahogany
 with Atwater-
 Kent Model 30

WATSONTOWN TABLE & FURNITURE CO.

Furniture Manufacturers Since 1893

WATSONTOWN, PA.



EXHIBITORS' SECTION ~ R.M.A. TRADE SHOW

BOOTH NO.

FEDERAL
RADIO

A DESIGN FOR EVERY SETTING.

Marching under the Ortho-sonic banner

assures retailers of quick, steady turnovers, handsome profits, satisfied customers and bigger sales.

Why carry many lines when there is a Federal for every need? If you are not a designated Federal Retailer see the nearest Federal Wholesaler at once or write us.

Prices upon application



D 10
D-5 console



E 10
E 5 console

D-10—Five tubes. Balanced tuned radio frequency. Centralized control. Very selective. Genuine Mahogany cabinet. Finished in rich brown.

D-10-60—D-10 receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

D-5 Console — Specially designed and finished to match D-10 and D-10-60. Ample space for all batteries or current supply equipment.

E-10 — Six tubes. Balanced tuned radio frequency. Single control. Hi-circuit selective. Maximum receiving range. Rugged, all metal construction. Perfect control of volume. Rich brown mahogany cabinet. Beautiful inlay.

E-10-60—E-10 receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

E-5 Console — Specially designed and finished to match E-10 and E-10-60. Ample space for all batteries or current supply equipment.

F-10 — Seven tubes. Balanced tuned radio frequency. Designed for use with lamp and single control. Maximum selectivity—long range reception. Rugged, all metal construction. Illuminated scale. Perfect volume control. Mahogany cabinet. —Veratone inlay. Finished in rich brown— satin texture.

F-10-60—F-10 receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

F-5 Console — Specially designed and finished to match F-10. Ample space for all batteries or current supply equipment. Equipped with special rubber tire casters.



F 10
F-5 Console



D 40

D-40—Five tubes. Balanced tuned radio frequency. Centralized control. Built-in speaker—latest mechanical design. Deep, rich tone quality. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Ample space for all batteries.

D-40-60—D-40 receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

BOOTH
NO.

EXHIBITORS' SECTION ~ R.M.A. TRADE SHOW



A PRICE FOR EVERY PURSE ..

THE ONLY
ORTHO-SONIC
RADIO



E 40

E 40—Six tubes. Balanced tuned radio frequency. Single control. Intermediate frequency. Built-in speaker. — Ideal — permanent design. Beautiful case and cabinet. — One of our best radio cabinets. — Available in several sizes. — Full details and literature upon request.

F 40—Seven tubes. Balanced tuned radio frequency. — Permanent design. — Single control. — Intermediate frequency. — Built-in speaker. — Beautiful case and cabinet. — One of our best radio cabinets. — Available in several sizes. — Full details and literature upon request.



F 40



E 45-00

E 45-00—Six tubes. Balanced tuned radio frequency. — Full permanent case and cabinet. — Single control. — Intermediate frequency. — Built-in speaker. — Beautiful design. — One of our best radio cabinets. — Available in several sizes. — Full details and literature upon request.

F 45-00—Seven tubes. — Full permanent case and cabinet. — Single control. — Intermediate frequency. — Built-in speaker. — Beautiful design. — One of our best radio cabinets. — Available in several sizes. — Full details and literature upon request.



F 45-00



Model 33 (Desk) — \$50.00

Including approved built-in Speaker with Atwater Kent Unit.
 With Atwater Kent Homecoming Set No. 30 \$109.00
 With Atwater Kent Homecoming Set No. 33 \$119.00



Model E-10 (Desk) — \$40.00

With Atwater Kent Homecoming Set No. 30 \$109.00
 With Atwater Kent Homecoming Set No. 33 \$119.00



Model 35 (Desk) — \$45.00

Including approved built-in Speaker with Atwater Kent Unit.
 With Atwater Kent Homecoming Set No. 35 \$91.00



Model 9000 — \$90.00

Including approved built-in Speaker with Atwater Kent Unit.
 With Atwater Kent Homecoming Set No. 30 \$119.00
 With Atwater Kent Homecoming Set No. 33 \$159.00



Model 4750 — \$47.50

With Atwater Kent Homecoming Set No. 30 \$109.00
 With Atwater Kent Homecoming Set No. 33 \$149.00

**Successful
 Cabinets
 for a
 Successful
 Radio**

A fine instrument at a popular price, together with an aggressive advertising policy, has put Atwater Kent Radio in the homes of countless thousands. Red Lion is headed for the same goal with equally fine merchandise, prices that represent the utmost in value and a decidedly effective national advertising campaign.

If your Atwater Kent distributor has not yet shown you the latest additions to Red Lion's complete collection of fine desks and consoles for Atwater Kent equipment, get in touch with him at once. The season is well on, and it's the biggest season in Red Lion's history.

RED LION CABINET COMPANY RED LION, PENNA.

Red Lion Cabinets

1928



Herbert Hoover broadcast his acceptance of the Republican nomination for President in 1928. As Secretary of Commerce under Harding and Coolidge, Hoover played a large role in the early development of broadcasting.

MAJOR EVENTS IN HISTORY

1928

The Kellogg-Briand Pact, outlawing war, is signed in Paris by 62 nations.

Hoover defeats Smith in a landslide vote in which the major issues were Prohibition and Smith's religion.

Holland Tunnel, connecting New York and New Jersey, opened to traffic.

First successful demonstration of television takes place in New York.

TOP SONGS

Makin' Whoopee

Silvermoon

Rio Rita

Can't Help Lovin' That Man

Make Believe Lover, Come Back To Me

Button Up Your Overcoat

You're The Cream In My Coffee

1928



TOP MOVIES

The Lights of New York

Steamboat Willie
(Disney's first talking cartoon with Mickey Mouse)

TOP BOOKS

Lady Chatterly's Lover

D.H. Lawrence

Orlando

Virginia Wolff

Decline To Fall

Evelyn Waugh

The Last Parade

Ford Maddox Ford

TOP MUSICALS

Three Penny Opera

Topaze

TOP PLAYS

Strange Interlude

Holiday

Marco Millions

Manufacturers Are Marketing for 1928



*Pfauel Radio Co.,
Waukegan, Ill.*



*Federal-Brandt Inc.,
Newark, N. J., \$265, A.C.*



*Freed-Eitmann Radio Co.,
Brooklyn, N. Y., \$295, A.C.*



*Day-Fox Electric Co.,
Dayton, Ohio, A.C.*



*Antelo Radio Co.,
Chicago, Ill.*



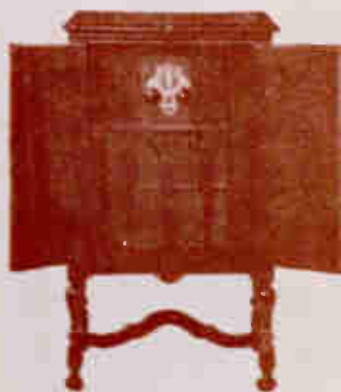
*Simplex Radio Co.,
Sundsvy, O.*



*King Mfg. Co.,
Buffalo, N. Y., \$125*



*Edin B. Kennedy,
St. Louis, Mo.*



*Apex Electric Mfg. Co.,
Chicago, Ill.*



*Diamond T Radio Mfg.,
South Bend, Ind., \$250,
A.C.*

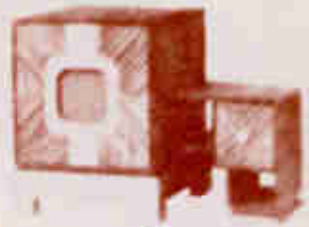


*Standard Radio Co.,
Wareham, Mass.*



*Indiana Mfg. & Electric
Co., Marion, Ind.*

'ART MODERNE' as Applied to RADIO

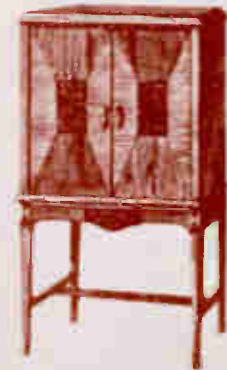


(LANSING)
Furniture Table Co.
Furniture Co.
Hartford, Pa.



(LANSING)
Radio Master Corporation
Box City, Mich.

(LANSING)
Aberdeen Division
Consolidated Radio Corp.
Ann Arbor, Mich.



(LANSING)
Superior Cabinet Co.
Muskegon, Mich.



(LANSING)
Edell Works
20th Street at Burner Ave.
Indianapolis, Ind.



(LANSING)
Frank Heuser Co., Inc.
25 West 42nd Street
New York City, N. Y.

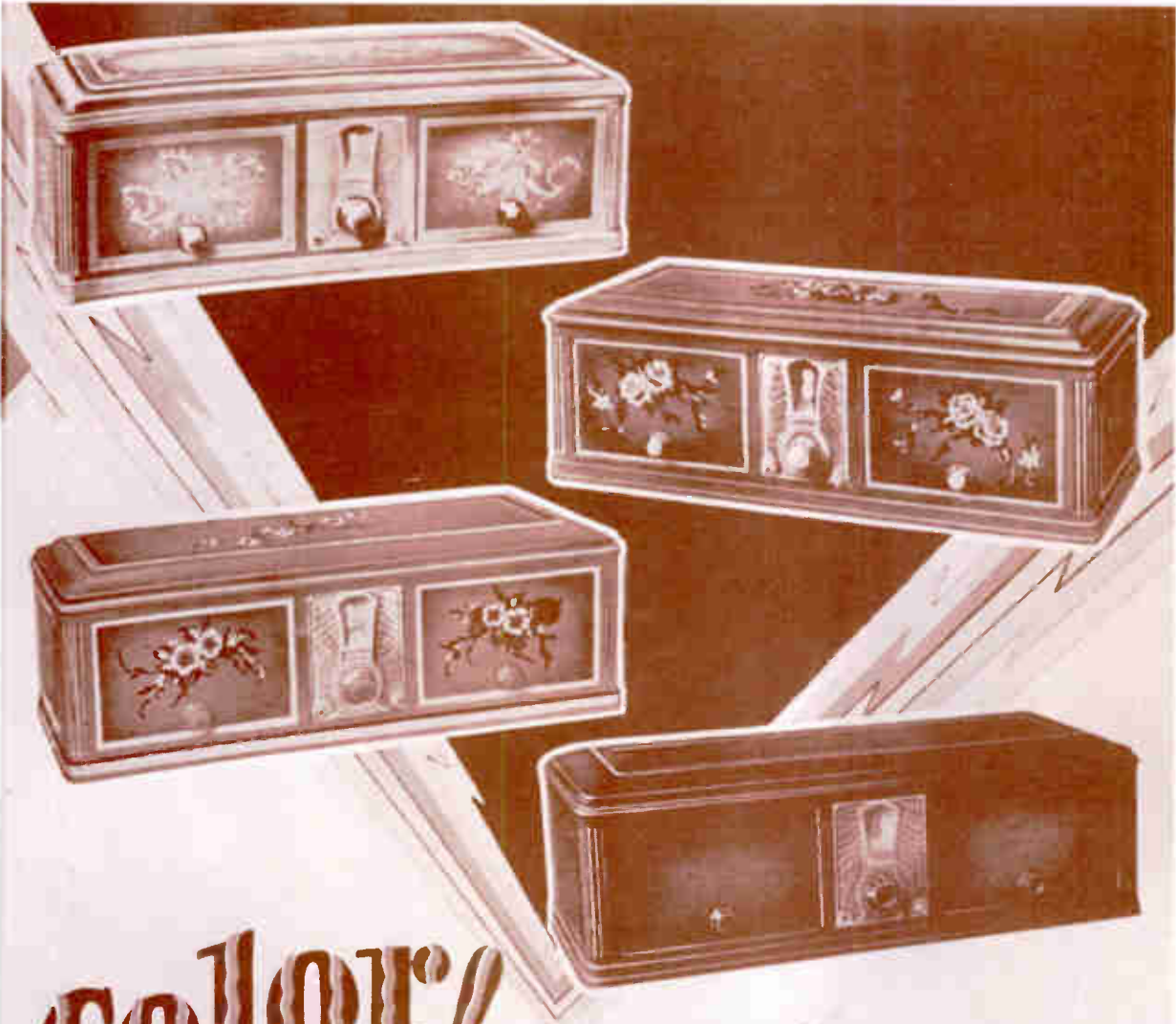
(LANSING)
I. A. Lund Corporation
107 S. Wabash Avenue
Chicago, Ill.

(LANSING)
Allen Manufacturing Co.
Louisville, Ky.



(LANSING)
Ray Fine
Furniture Co.
Holtzi, Michigan





Color!

VIVID COLOR

Table Models of Radio Metal Superbly Decorated by Hand

Esquisite colors to meet the trend of the day. Four stunning table models that will captivate the women and will harmonize perfectly with the color schemes in the homes of today.

Labrador Gray, a beautiful neutral shade reminiscent of the misty hills of Northern coasts.

Nile Green, a soft gray-green with just a touch of blue. Created by one of the country's leading interior decorators.

Mandarin Red, beautifully toned and shaded, and will add warmth and brightness to any room.

Rich Furniture Brown, warm, rich and shaded in two tones. Classic design with bevel plate in antique bronze.

Color in the Home is the popular demand of the day. Women particularly insist upon color to harmonize with individual plans of home decoration. Philco, in presenting these special radio metal Table Models in color, exquisitely designed and hand-decorated, is giving radio Dealers the opportunity to reap the profits which lie in this strong, popular trend.

Furthermore, by eliminating the wood and designing a cabinet of this radio metal, we are able to give the public the same Philco Set at about *one-third* the price of our furniture models.

The one great outstanding radio value of the season! Mail the coupon on the last page of this announcement and get all the details and the full descriptive literature.

PHILCO

PHILCO



THE LOWBOY. This model is an unusually attractive speaker cabinet with Oriental Walnut raised side panels and oak back. Bird's-eye Maple center panel. Beautiful new and smaller level plate. Philco matched *Electro-Dynamic Speaker and Acoustic Equalizers* built in.

Price, Philco **\$129.50** Price, Philco **\$119.50**
Neutrodyne Plus Screen Grid



THE HIGHBOY. This distinguished cabinet has a balanced Philco *Electro-Dynamic Speaker and Acoustic Equalizers* built in. Roll doors which are out of the way when the set is in use; matched Oriental Walnut on doors. Burr Walnut side panels. Bird's-eye Maple panel inside. Beautiful tapestry over the speaker.

Price, Philco **\$149.50** Price, Philco **\$139.50**
Neutrodyne Plus Screen Grid



THE HIGHBOY DE LUXE. A more expensive cabinet. Sliding doors on metal runners which disappear into recesses at the sides. Philco matched *Electro-Dynamic Speaker and Acoustic Equalizers*. The cabinet is exquisitely finished in Burled Walnut. Craned and overlaid with costly, imported woods. Genuine tapestry over speaker.

Price, Philco **\$205.00** Price, Philco **\$195.00**
Neutrodyne Plus Screen Grid



TABLE MODEL. The Philco Screen Grid is also available in an attractive Table Model, complete with matched Philco *Electro-Dynamic Speaker*, extra legs to ensure full, round tone.

Price, Electro-Dynamic Speaker **\$32.50** Price, Screen Grid Receiver **\$67.00**

(Table extra. Price slightly higher in Canada, Rudy Mannheim and West)

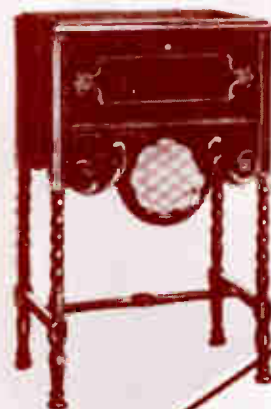
The new POOLEY

Model 7300
Radio-Desk

Same design as Model 7400, shown closed on opposite page. Price, with ink well and large desk blotter but without receiving set or speaker \$108

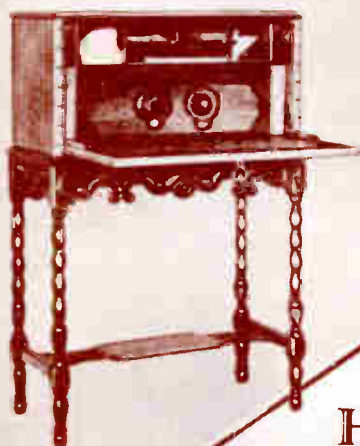
Model 7500

Spanish Chest Radio Cabinet
Price, with card and pipe racks, but without receiving set or speaker \$105



Model 7200

Console Radio Cabinet
Price, without receiving set or speaker \$81

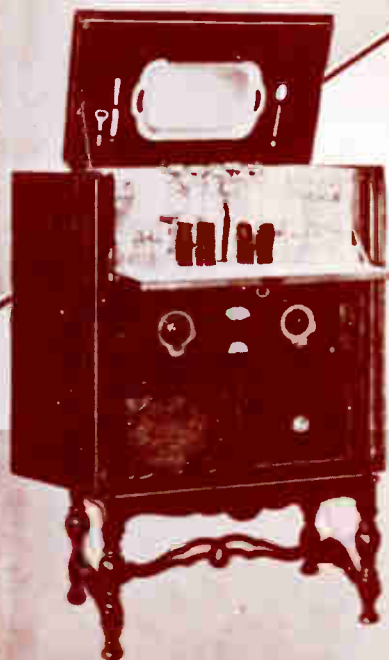


HERE is the complete
Pooley line for 1928-29
—the greatest line Pooley dealers
have ever offered to their customers.

It will pay you to see these cabinets at the
Pooley distributor's in your territory.

Model 7800
*Radio-Cellarette
De Luxe*

Completely equipped as shown with cut glass, silverware, etc., all specially designed and of highest quality. However, shown at right of speaker. With equipment but without receiving set or speaker \$450



Model 7900
*Radio-Phonograph
De Luxe*

Automatic, plays 10 records. Automatic. Plays all lateral cut records. Equipment includes record album, as shown. Complete with dynamic speaker and power amplifier, but without receiving set \$150





FEDERAL Ortho-sonic Custom-Built Models —

For those seeking the ultimate in radio cabinet work and design, we offer these four splendid examples of furniture craftsmanship.

Prices upon application



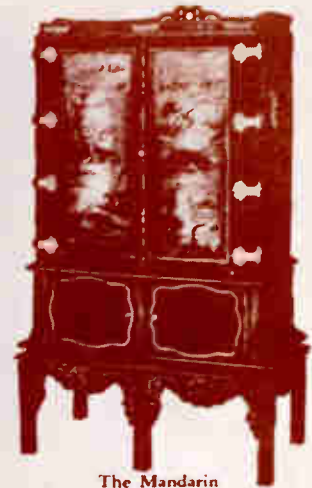
The Oxford

Oxford—Seven tubes. Single control. Illuminated scale. Custom built cabinet of genuine walnut and maple finished in deep brown, carefully antiqued. Loop concealed in door. Contains famous Federal seven foot horn. The cabinet is characteristic of the workmanship of the early English artisans.

Oxford 60—Oxford receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.

Louvain—Seven tubes. Single control. Illuminated scale. Custom built cabinet of walnut and cherry burl. Semi-arched top, characteristic of later English design. Finished in a dull wash. Loop concealed in door. Contains famous Federal seven foot horn.

Louvain 60—Louvain receiving set, with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.



The Mandarin

Mandarin—Seven tubes. Single control. Illuminated scale. Loop concealed in door. Contains famous Federal seven foot horn. Cabinet decorated in an authentic Chinese Chippendale the upper section being beautifully finished with hand applied Chinese decorations of the raised type. Lower section is of selected walnut finished in a dark brown tone with a tracery of maple.

Mandarin 60—Mandarin receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.



The Louvain

Milan—Seven tubes. Single control. Illuminated scale. Custom built cabinet of genuine walnut and maple finished in deep brown. Loop concealed in door. Contains famous Federal seven foot horn. Splendid example of cabinet maker's art in Italian renaissance. Wood of selected walnut with all decorations hand carved and raised.

Milan 60—Milan receiving set with circuit adapted for light socket operation. Furnished with current supply equipment, eliminating all batteries. Also equipped with built-in coupling device, giving finest tone quality.



The Milan

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)

Operating Broadcast Station WGR at Buffalo

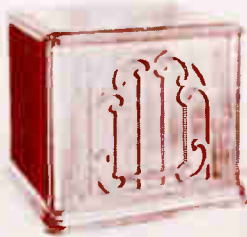
Dynamic Type Reproducers



United Radio Corp.,
Rochester, N. Y., \$75



Magnavox Company,
Oakland, Calif. \$70



Newcomb-Hawley Inc.,
St. Charles, Ill. \$52



Farrand Mfg.
Co., Inc.
Long Island
City, N. Y. \$50



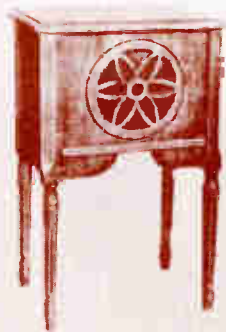
Rola Company,
Oakland, Calif. \$75



Sandar Corp.,
Long Island City, N. Y. \$50



O.V. Mfg. Corp.,
West New York, N. J. \$66



Sandar Corporation,
Long Island City, N. Y. \$75



Farrand Mfg. Co., Inc.,
Long Island City, N. Y. \$75



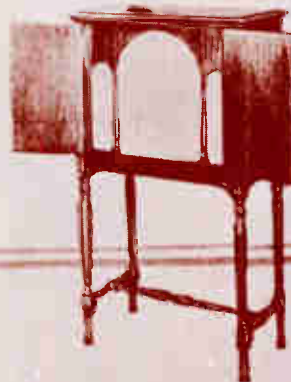
United Radio
Corp.,
Rochester,
N. Y. \$100



Newcomb-Hawley Inc.,
St. Charles, Ill. \$70



Magnavox Company,
Oakland, Calif. \$175 (power
amplifier)



Kolster Radio Corp.,
Newark, N. J. \$175
(power amplifier)



Radio Corp.
of America,
New York City,
\$350
(power amplifier)

Some of the Latest Type



*A. D. Andrea, Inc.,
Long Island City, N. Y.
\$22.5*



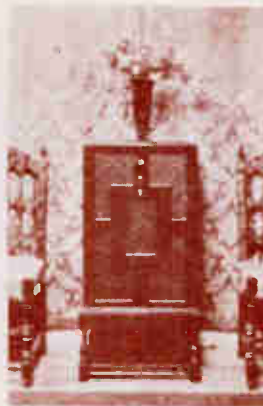
*Kollier Radio Corp.,
Newark, N. J. \$250*



*Kellogg Stairboard & Supply Co.,
Chicago, Ill. \$775 complete*



*Electrical Research
Labs.,
Chicago, Ill.
(radio-photograph
combination)*



*Splinter Radio Corp.,
Newark, N. J. \$290*



*Case Electric Corp.,
Marion, Ind. \$175*



*(Luxe)
Agua Radio
Corp.,
New York,
N. Y. \$495*

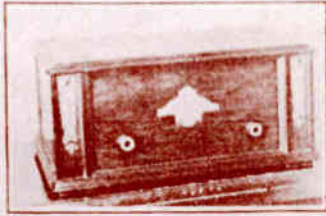


*Minerva Radio Co.,
Chicago, Ill. \$225*

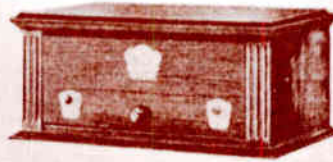


*Philadelphia Storage Factory Co.,
Philadelphia, Pa. \$275*

Some of the New Types of Sets



*Pfanstiehl Radio Co.,
Waukegan, Ill.*



Stewart-Warner Speedometer Corp., Chicago, Ill.



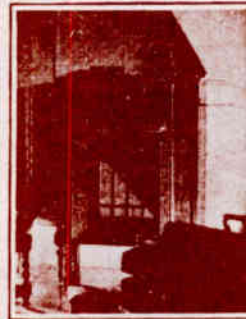
*Audio Radio Co.,
Chicago, Ill.*



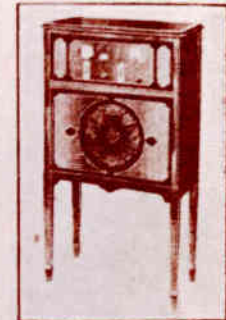
*Atwater Kent Mfg. Co.,
Philadelphia, Pa.*



*Radio Corp. of America,
N. Y. City, \$895, A.C.*



*American Bosch Magneto Corp., Springfield, Mass.,
\$340*



*Crosley Radio Co.,
Cincinnati, O., \$95*



*Stromberg-Carlson,
Rochester, N. Y., A.C.*



*Wright-DeCoster Inc.,
St. Paul, Minn., \$313.75,
A.C.*



*Walbert Mfg. Co.,
Chicago, Ill., A.C.*



*Splitdorf Radio Corp.,
Newark, N. J.,
Approx. \$400*



*Steinbe Labs.,
Atchison, Kansas, \$150*



*Single Radio Co.,
Fort Wayne, Ind.*

FURNITURE FOR ATWATER KENT RADIOS

and an entirely new line



Model 121, Secretary

Finished in Walnut. Cabinet is 24 inches long, 19 inches wide, and 49 inches high. For Atwater Kent Sets 43 and 44, and Atwater Kent Speakers. List Price, \$43.



Model 13, Spinner (with disappearing speaker, open)

This view shows the speaker as it appears when set out. At the falling of the shutters the dial face is covered, the speaker automatically swings down and the cabinet presents a decorative front.

Finished in Walnut. Cabinet is 25 inches long, 15 inches wide and 34 inches high. For Atwater Kent Sets 30, 42 and 44, and Atwater Kent Speakers. List Price, \$45.



Model 500, Console

Double ending design. Finished in Walnut. Cabinet is 25 inches long, 15 inches wide and 39 inches high. For Atwater Kent Sets 40 and 42 and Atwater Kent Speakers. List Price, \$45.

Model 38, Console

Finished in Walnut. Cabinet is 21 inches long, 11 inches wide and 34 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, \$30.



Model 46, Desk

Finished in Walnut. Cabinet is 30 inches long, 20 inches wide and 38 inches high. For Atwater Kent Set 30, and Atwater Kent Speakers. List Price, \$40.



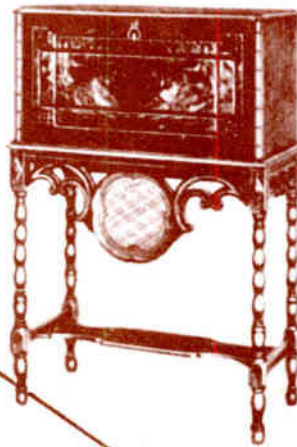
RED LION CABINET COMPANY, RED LION, PENNA.

RADIO CABINETS

for ATWATER KENT RADIO



Model 10
Record Chest
Holds six record albums.
Price, with four bins \$35



Model 7400
Radio-Desk
Same design as Model 7300, shown open on opposite page.
Price, with ink well and large desk blotter but without receiving set or speaker \$65



Model 7600
Radio-Phonograph, Spanish Chest Style
All-electric. Complete without receiving set or speaker \$255

Mr. Atwater Kent says:

"The new line of Pooley Radio Cabinets is certainly very interesting and should appeal to all those who want the highest type of modern radio furniture.

"For this reason, I heartily approve of their use with Atwater Kent Radio for 1928-29."

(SIGNED) *A. Atwater Kent*

THE POOLEY COMPANY

1600 Indiana Avenue
Philadelphia, U. S. A.

Prices slightly higher West of the Rockies, in Inter-Mountain States and in Canada. Canadian Pooley Radio Cabinets are manufactured by Malvern Radio Ltd., Kitchener, Canada.



Model 7100
Console Speaker Table
Price, without receiving set or speaker.....\$25

Model 7700
Radio Cabinet De Luxe
Price, without receiving set or speaker.....\$325



New Consoles and Tables



*Istait Cabinet Mfg.,
Chicago, Ill.*



*Kentville Table & Chair Co.,
Kentville, Tenn.*



*Superior Cabinet Co.,
Washington, D.C.*



*Cutler Works,
Indianapolis, Ind.*



*Everton Co.,
Rockford, Ill.*



*Grand Rapids Furniture Co.,
Grand Rapids, Mich.*



*Cassell-Kearney Co.,
Huntington, Ind.*



*American Furniture & Cabinet Co.,
Philadelphia, Pa.*



*Radio Marine Corp.,
Day City, Mich.*

for the *Next Season*



*Alder Mfg. Co.,
Louisville, Ky.*



*Excella Products Corp.,
Chicago, Ill.*



*Wasmuth-Goodrich Co.,
Peru, Ind.*



*Excella Products Corp.,
Chicago, Ill.*



*St. Johns Table Co.,
Cadillac, Mich.*



*Superior Cabinet Co.,
Muskegon, Mich.*



*Alder Mfg. Co.,
Louisville, Ky.*

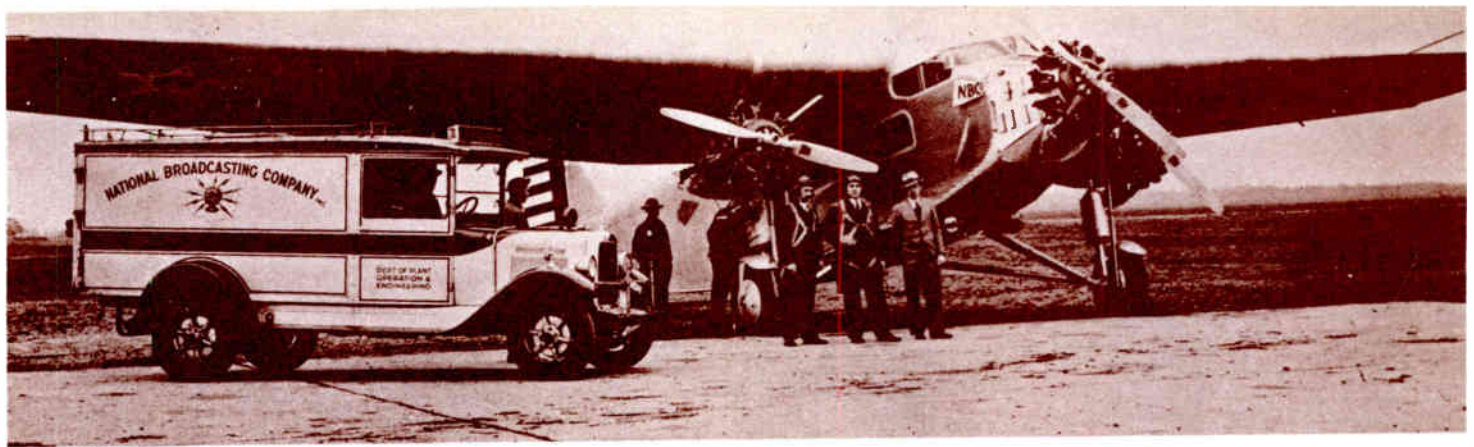


*Wasmuth-Goodrich Co.,
Peru, Ind.*



*Udell Works,
Indianapolis, Ind.*

1929



History was made February 2, 1929, when NBC mobile unit brought voices from a plane in flight into the nation's living rooms.

MAJOR EVENTS IN HISTORY

1929

Herbert Hoover becomes the thirty-first president. 1920's prosperity collapses leading to the worst depression in U.S. history.

Commodore Richard Byrd discovers the South Pole.

Charles Lindbergh marries Anne Spencer Morrow.

The German dirigible Graf Zeppelin makes its second trip from Germany to the U.S. and then proceeds to fly around the world.

Seven gangsters shot dead in Chicago in what will be known as the St. Valentine's Day Massacre.

Color T.V. is demonstrated at the Bell Laboratories.

TOP MOVIES

Broadway Melody

Cock-Eyed World

Disraeli

Gold Diggers Of Broadway

Madam X

Rio Rita

TOP SONGS

Singin' In The Rain

Stardust

Tiptoe Through The Tulips

With Me

Liza

ON THE RADIO

Amos 'n' Andy begin their radio career.

One hour version of *Aida* broadcast over NBC.

TOP PLAYS

Street Scene

Journey's End

Berkeley Square

Young Sinners

Death Takes a Holiday

TOP BOOKS

A Preface To Morals

Walter Lippman

The Raven

Marquis James

Dodsworth

Sinclair Lewis

A Farewell To Arms

Ernest Hemingway

Laughing Boy

Olive LaFarge

Look Homeward Angel

Thomas Wolfe

Mamba's Daughters

Dubois Hayward

All Quiet On The Western Front

Eric Maria Remarque

Roman Hat Mystery

F. Damay, M. Lee

TOP MUSICALS

Follow Thru

The Little Show

A Night In Venice

Hot Chocolate

Street Singer

Sons O' Guns

Heads Up

Console Receivers for 1929



*Key-Tone Electric Co.,
Dayton, Ohio. \$200*



*Bush and Lane Piano Co.,
Holland, Mich. \$215 complete*



*Martel Electric
Radio Co.,
West Orange,
N. J.*



*Premier-Tully Mfg. Co.,
Chicago, Ill. \$190*



*National Carbon Co.,
New York City.*



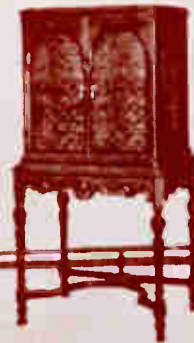
*Anrad
Corporation,
Medford
Hillsite, Mass.
\$475*



*Windsor Radio Corp.,
Chicago, Ill. \$150*



*Fansteel Products Co.,
North Chicago, Ill. \$487.50*



*Grigsby-Grinnon Co.,
Chicago, Ill. \$167.50*



*Zenith Radio Corp.,
Chicago, Ill. \$230*



FADA 32

List price \$225, without tubes

The Fada 32 uses 227 type indirect heater tubes, giving exceptionally long life as employed by Fada—reproduction not affected by line voltage fluctuations. With self-contained Fada dynamic speaker (enormous volume or mere whisper)—Illuminated single dial—single tuning knob—Uses 7 tubes and rectifier (8 tubes total). Two 171-A tubes with push-pull amplification—Equipped for phonograph attachment—Smooth volume control—Completely self-contained in a beautiful hurl walnut case—Operates from A. C. light socket (90-130 volts, 50 to 60 cycles). Model 32-Z also available for operation on A. C. lines 90-130 volts—25 to 49 cycles. Yes it's a neutrodyne!

1929

The three most popular loudspeakers

*—each the leader
in its price class*



RCA LOUDSPEAKER 103—An improved model of the 100A with greater range and in a very pleasing design. \$47.50



RCA LOUDSPEAKER 105A—An Electric-Dynamic reproducer of amazing range, capacity and tone fidelity. Operates from A. C. house current. \$88



RCA LOUDSPEAKER 106A—Magnificent type of reproducer with a musical tone of remarkable quality. \$125

This type marks the leading



made in every emergency

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO

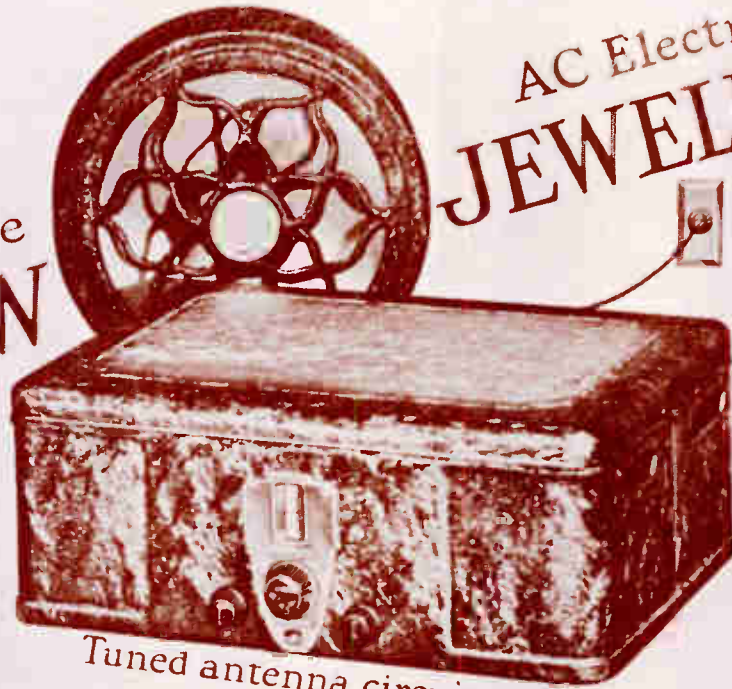
RCA LOUDSPEAKER

MADE BY THE MAKERS OF THE RADIOLA

8 tube
NEW

uses all
UY 227
tubes

Except audio
output and tone
control



AC Electric JEWELBOX

Crosley
DYNACONE

\$25

Tuned antenna circuit

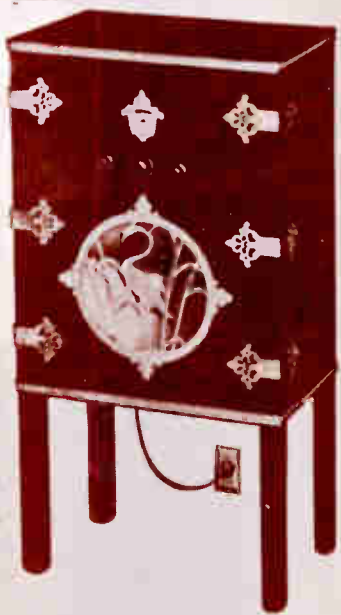
Power detector makes use of plate rectification instead of grid rectification commonly used in radio. Results: overloading prevented and tone improved. Tuned antenna circuit creates selectivity and sensitivity to a degree of quality never before attained. By use of UY 227 tubes, except in our put, filtering of circuits is improved. Add to these features other improvements such as NEW volume control, improved audio system, full voltage supply,

\$105.
WITHOUT TUBES

plate pull amplification, Mercuron components in power supply, and genuine transformer balancing. Finish is new black wrinkle lacquer with white gold—very smart and very effective in any room setting. Sell this great value—best radio probably in 1929. Be the leading radio dealer in your community with the leading line. Write us for address of nearest Crosley dealer.

CROSLY RADIO

These New Chests are in
3 Optional Colors



The Gemstone and Sheraton Chests available in 3 colors: Mahogany, Red, Maroon Green and Mahogany Black. The Chests are in gold. The Sheraton Chest is in Chrome. Chippendale. The top of chest is particularly smart right now in modern decorating.

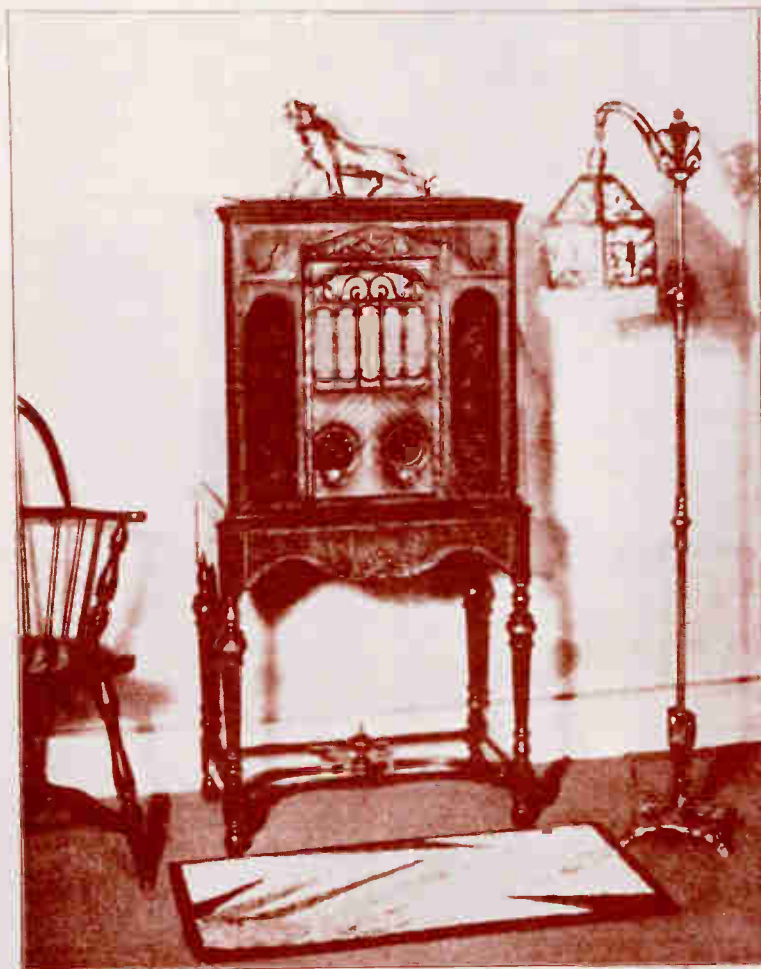
CROSLY
Line for 1929
Strongest in the Industry

1. Gemstone Chest **FIRST CLASS** All-wood radio on the market—The **GEMSTONE** is a 5-tube radio with 227 tubes. Genuine mahogany with a fine grain and a rich color.
2. **5-TUBE JEWELBOX** is the **FULL VOLTAGE** radio player and **SHARP** **RECEPTION** 5-tube radio with 227 tubes. All-wood with a fine grain and a rich color. Front panel is in white gold with a circular cutout. A state-of-the-art radio set.
3. Sheraton **HANDYBOX** operates on 110 volts. \$35.
4. Sheraton **5-TUBE HANDYBOX** is for places where battery operation is impossible. operates local speaker. \$45.

THE CROSLY RADIO CORPORATION
Owned by W.L.W. The nation's largest
Circuit City, Ohio
Grand Central, St. Paul

Milwaukee, Wisconsin, Chicago, New Mexico and West prices slightly higher. Prices quoted are without tubes.

The Furniture for All ATWATER KENT Radios



**Announcing the New Model 155 Red Lion Cabinet for
Atwater Kent Radio, Model 46, and Electrodynamic Speaker;
Complete, except tubes, \$157.50**

A brand new Red Lion ensemble, combining the latest Red Lion Chest Cabinet with the most advanced Atwater Kent receiving set—and the new Atwater Kent Electrodynamic speaker.

Red Lion cabinetmakers have produced this complete A. C. radio to retail at a price that makes it the greatest all-around value in the field.

This Model 155 cabinet has been designed to enhance, in every possible way, the surpassing tone-qualities of Atwater Kent radios; it is built with a five-ply, extra heavy baffle-board particularly fitted for use with the Atwater Kent Electrodynamic speaker.

Altogether this combination presents a masterpiece of unity, harmony and balance—and a most remarkable achievement in value.



Model 155
Closed

SPECIAL
Five-Ply
Extra Heavy
Baffle-Board
for
Atwater Kent
Electrodynamic
Speaker, or
E Speaker

RED LION CABINET COMPANY

RED LION, PA.

1929



The only Screen Grid radio incorporating the Equalized Band Pass Filter



Model 275G. Excellent lines and compact design. Ideal for apartments. Price \$219.50



Life extension for tubes! Automatic voltage regulator on every New Grebe

THE NEW GREBE

HERE are the four models which compose the 1929 Grebe line. In each model the chassis is the Grebe Super Synchronphase, with the Grebe Equalized Band Pass Filter. Radio merchandising experts from all parts of the country picked these numbers as being certain to appeal to the better class of radio purchasers this year. Order now on our books prove the experts were correct. A. H. Grebe & Company, Inc., Richmond Hill, New York, Western Branch, 443 So. San Pedro St., San Francisco, Calif.



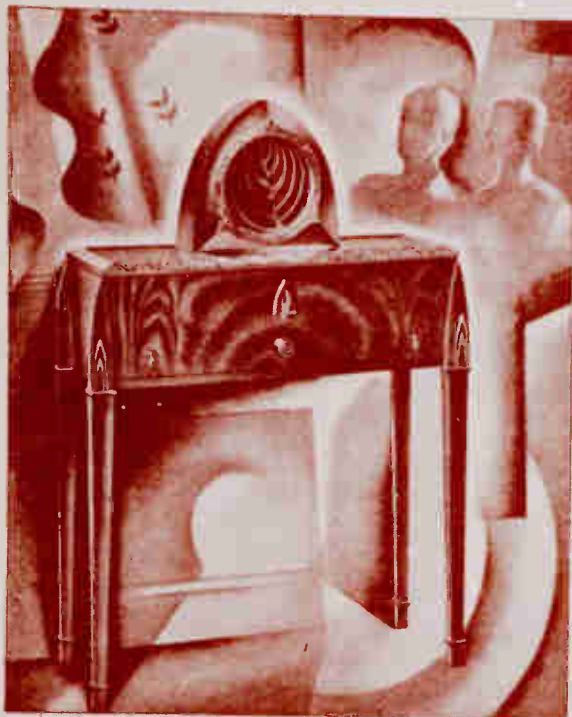
Model 270. Most beautiful of woodwork shown and choice wood grain to match. This is a very popular model for the larger apartment and for houses of medium size. A most worthy cabinet for the Super Synchronphase. Price \$275.00



Model 285. Woodwork and upholstery are combined in this design. The wood has been chosen for its grain and finished for permanent beauty. This cabinet is selling to some of the finest homes in the country. Price \$285.00



Model 450. This is a combination of the Super Synchronphase with an electrically operated phonograph and magnetic pick-up. The final word in complete musical equipment for home, club or restaurant. Price \$450.00



GRAYBAR

Imagine a radio set of Graybar quality so much below a hundred dollars! And what a radio! What possibilities it opens up for the dealer! What wonderful new values for the buyer!

A daring departure — its material is *all-metal*, with "silvered" edges.

Truly a lifetime cabinet...not susceptible to warping or marring.

All this in Graybar Radio 311 retails for only

\$77.50
LESS 20%
LOUD-SPEAKER \$22.00

Tuned radio frequency, single control, illuminated dial, 6 tubes, Magnetic speaker.

It suggests tomorrow's mode today . . . yet note the modest price!

Yet there's much more to this radio than a tale of technique and artistry. There's the reputation back of it. There's the sixty years of electrical experience which endorses Graybar Radio

There's almost no end to the story a Graybar Radio dealer can tell his customers. About Graybar reputation in other electrical fields. About Graybar quality in a complete line of household appliances.

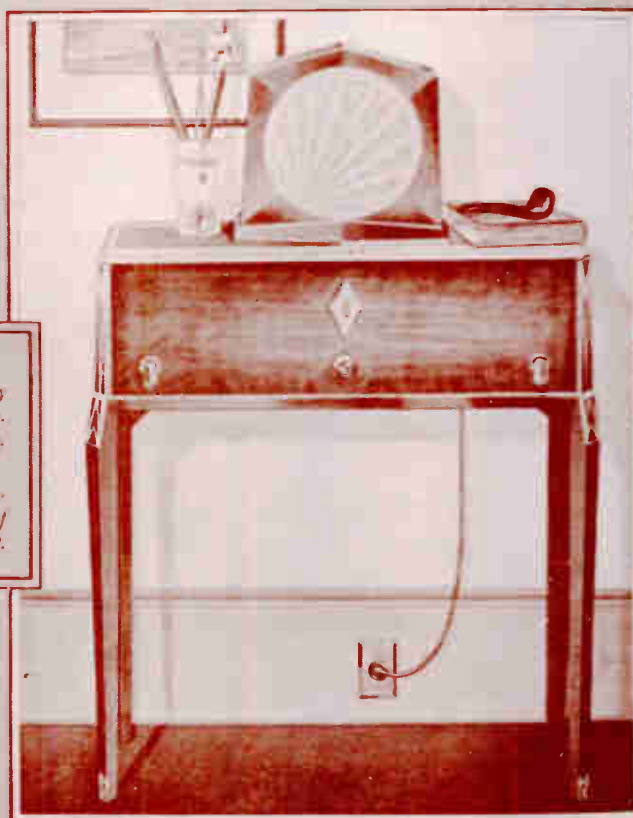
There may be a valuable franchise in your territory. Graybar invites inquiries via coupon on opposite page.

Graybar

GRAYBAR ELECTRIC CO.

ANOTHER fine achievement in radio set design

RCA RADIOLA 33
Console type of tuned-radio-frequency
receiver for house current operation.
(A. C.) \$77.50 (less Radiotrons).
RCA LOUDSPEAKER 100B
With the rich, mellow tone charac-
teristic of the popular "100" type of
reproducer. \$22.



RADIO CORPORATION OF AMERICA - New York - Chicago - Atlanta - Dallas - San Francisco

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

1929

Screen Grid Tubes

...plus **CUTTING SOUND RADIATION**
in a **NEW Reception ERA!**.....



The Moderne

A classic of the modernist art trend. Designed especially for design and architectural value, the superb craftsmanship of Colonial Radio gives the decorative value of \$270.

Colonial's Famous Slogan
"RADIO'S CLEAREST VOICE"
Is Again Emphasized

The use of five A.C. type 225 screen grid tubes for radio frequency amplification and detection provides an improvement in tone. There are also two 11F screen tubes. The resulting sound is clean and brilliant. High frequency amplifying stage gives the major broadcast spectrum. Additionally, four audio output are available. This is accomplished by four deeply etched, vertically oriented, heavy cast iron and brassy plates which serve as resonators that are precisely curved and tuned to the scale.

A unique glass screen grid screen is provided for protection of tubes and from strong field sources. The screen grid is protected by application of a protective film which serves as a shield to continuously remove the gas on the screen grid, and preserves the screen grid voltage at the same time building the plate

voltage constant. The screen grid power dissipation gives constant characteristics. A screen grid provides fine quality range and tone of the best 225 type tubes. In fact, the production level is high quality construction and high reliability. It is especially important feature in the radio receiver where quality of construction is both high and low volume.

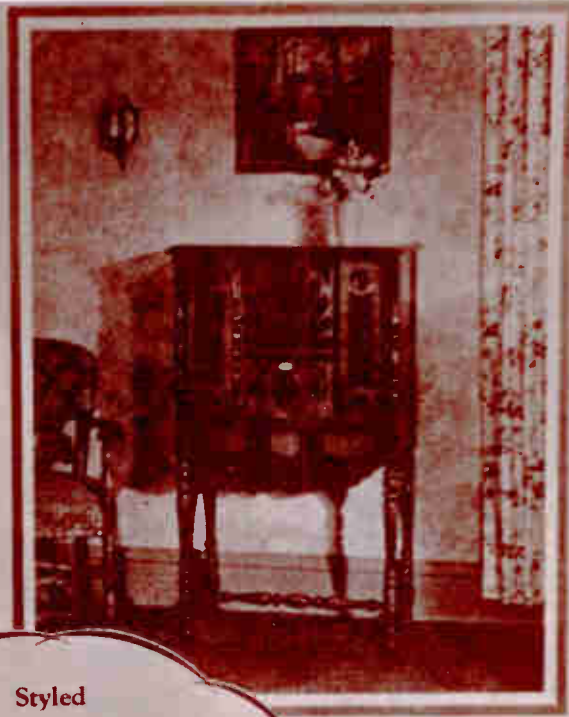


The NEW
COLONIAL
Radio



COLONIAL RADIO CORPORATION - LONG ISLAND CITY, N.Y.

**NEW
BAY VIEW
CABINETS**
for the
**NEW
ATWATER KENT
RADIO**



Styled
to catch the fancy
of those who are looking for
INEXPENSIVE ELEGANCE
Priced to Defeat Sales
Resistance



A-K CABINET 758

This cabinet is the epitome of style, grace, and beauty. It features a unique design that is both functional and decorative. The cabinet is made of solid wood and is finished with a rich, dark stain. It is a true masterpiece of craftsmanship.

A-K CABINET 759

To the left you see a real achievement in cabinet building. It looks majestic. It has the air of solid dignity. Careful matching of contrasting veneers gives it a modern flare. Upright panels are of four piece matched Burr Walnut. The top front is of strongly striped Walnut, V-matched. Center panel with its attractive grille shows a vertical striped Walnut. Overlays are of Maple Burl to add a touch of color and sparkle. Posts are fluted. A real cabinet, such as is associated with high prices. You can buy it for less than you imagine. 40 inches high, 25 inches wide, 14 inches deep.

A-K CABINET 756

A Walnut front cabinet (shown) is the popular choice for the home. It is a masterpiece of design and craftsmanship. The cabinet is made of solid wood and is finished with a rich, dark stain. It is a true masterpiece of craftsmanship.

Ready for Shipment

You can get the prices of these new cabinets by writing or wiring for them. They are not quoted here because we don't want you to judge the quality by the cheapness of the prices. Order a sample of each and let both the goodness of the cabinets and their prices be a pleasant surprise.



BAY VIEW FURNITURE CO.
HOLLAND—MICHIGAN

New Products

FRANKLIN & GARY, INC.
NEW YORK, U.S.A.



Model No. 10
This elegant cabinet is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. The arched top is a focal point, with a central medallion surrounded by delicate scrollwork. The cabinet stands on four sturdy, tapered legs, each ending in a decorative foot. It is designed to hold a large mirror or a framed picture, adding a touch of classic elegance to any room.



Model No. 11
This compact cabinet is a perfect example of refined design. It features a square top and a decorative arched top with a central panel. The wood is finished with a rich, dark stain, and the carvings are delicate and precise. It stands on four tapered legs with decorative feet, making it a suitable piece for a small room or a study.



Model No. 12
This cabinet is a true work of art, with its intricate carvings and rich wood finish. It features a decorative arched top and a central panel with a floral motif. The cabinet is supported by four elegant, tapered legs with decorative feet, giving it a timeless appeal.

Model No. 13
This cabinet is a classic example of traditional furniture design. It has a decorative arched top and a central panel with a scrollwork design. The wood is finished with a rich, dark stain, and it stands on four tapered legs with decorative feet.

Model No. 14
This cabinet is a beautiful piece of furniture, featuring a decorative arched top and a central panel with a floral design. It has a rich wood finish and stands on four tapered legs with decorative feet.

...the most beautiful and...
...the most beautiful and...
...the most beautiful and...

Model No. 15
This cabinet is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. It has a decorative arched top and a central panel with a floral design. The cabinet is supported by four elegant, tapered legs with decorative feet.



Model No. 16
This cabinet is a beautiful piece of furniture, featuring a decorative arched top and a central panel with a scrollwork design. It has a rich wood finish and stands on four tapered legs with decorative feet.



Model No. 17
This cabinet is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. It has a decorative arched top and a central panel with a floral design. The cabinet is supported by four elegant, tapered legs with decorative feet.

Model No. 18
This cabinet is a beautiful piece of furniture, featuring a decorative arched top and a central panel with a scrollwork design. It has a rich wood finish and stands on four tapered legs with decorative feet.



Model No. 19
This tray is a beautiful piece of furniture, featuring a decorative rim and a central knob. It has a rich wood finish and is supported by a small wooden stand.

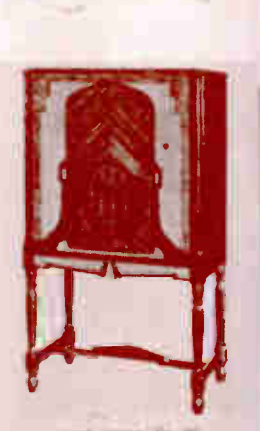
GIL FURNITURE CO., MUSKOGEE, WIS.
This company specializes in the manufacture of high-quality furniture, including tables, chairs, and cabinets. Their products are known for their durability and elegant design, making them a popular choice for homeowners looking to furnish their homes.



Model No. 20
This table is a classic example of traditional furniture design. It has a square top and a decorative top with a central panel. The wood is finished with a rich, dark stain, and it stands on four tapered legs with decorative feet.



Model No. 21
This table is a beautiful piece of furniture, featuring a decorative top and four legs. It has a rich wood finish and stands on four tapered legs with decorative feet.



Model No. 22
This table is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. It has a decorative top and four legs. The table is supported by four elegant, tapered legs with decorative feet.

Model No. 23
This table is a beautiful piece of furniture, featuring a decorative top and four legs. It has a rich wood finish and stands on four tapered legs with decorative feet.

...the most beautiful and...
...the most beautiful and...
...the most beautiful and...



Model No. 24
This table is a classic example of traditional furniture design. It has a square top and a decorative top with a central panel. The wood is finished with a rich, dark stain, and it stands on four tapered legs with decorative feet.



Model No. 25
This table is a beautiful piece of furniture, featuring a decorative top and four legs. It has a rich wood finish and stands on four tapered legs with decorative feet.



Model No. 26
This table is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. It has a decorative top and four legs. The table is supported by four elegant, tapered legs with decorative feet.



Model No. 27
This table is a beautiful piece of furniture, featuring a decorative top and four legs. It has a rich wood finish and stands on four tapered legs with decorative feet.

New Products



BRUNSWICK



STROMBERG
CARLSON

CUSTOM



RADIO PRIMO
\$450.00
WITHOUT TUBES

ENGLISH
LINDENFELD



4 NEW SENTINEL RADIOS
PRICED FROM
\$99.50 TO \$180.00
UNITED AIR CLEANER CO.



ITALIAN
RENAISSANCE

GLORITONE
\$59.50



CROSBY
RADIO DESK
WALNUT CABINET
\$92.50
LESS TUBES



CHINESE
LACQUER

BAMWIA
HIGH BOY
\$235.00
WITH TUBES

1930



MAJOR EVENTS IN HISTORY

1930

A new word, "Hoovervilles" enters American vocabulary when jobless start living in shacks made of old crates. Apple vendors start appearing on street corners.

Judge Joseph Crater, a N.Y. State Supreme Court justice, mysteriously vanishes without a trace.

Sinclair Lewis is the first American to win a Nobel Prize for literature.

Nation mourns the death of ex-President Taft.

TOP SONGS

Three Little Words

Time On My Hands

On The Sunny Side Of The Street

I Got Rythm

Embraceable You

Body & Soul

Fine & Dandy

TOP BOOKS

Arundel

Ken Roberts

The 42nd Parallel

John Dos Passos

Flowering Judas

Katherine Porter

ON THE RADIO

100 million people across the world hear the first speech of the newly crowned King Edward VIII of England.

First European direct from stage pickup sent over an American radio network is Beethoven's *Fidelio*, broadcast from Dresden, Germany.

Radio station WEEL, Boston, televises daily programs for local receivers.

TOP PLAYS

The Last Mile

The Green Pastures

Grand Hotel

Lysistrata

TOP MUSICALS

Strike Up The Band

Flying High

Earl Carroll's Vanities

Fine & Dandy

Girl Crazy

SPORTS

Max Schmeling of Germany claims heavy-weight boxing title after being fouled by Jack Sharkey.

TOP MOVIES

All Quiet On The Western Front

Anna Christie

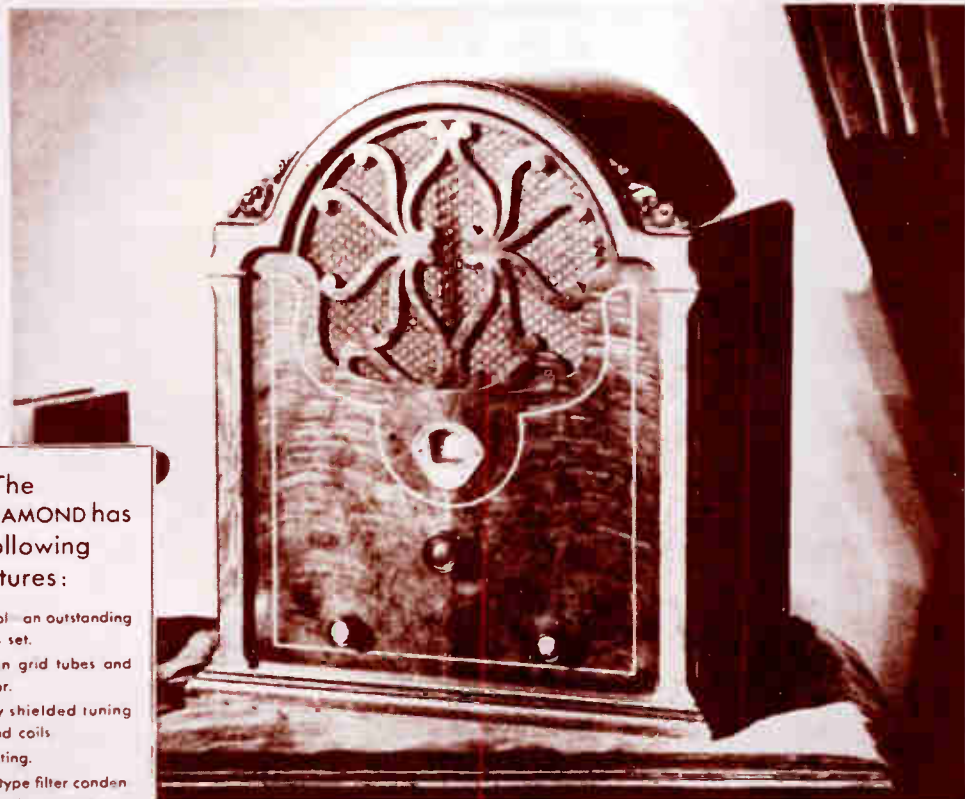
Blushing Brides

Hell's Angels

King of Jazz

Morocco

Announcing the New
HOWARD GREEN DIAMOND
Compact Radio with TONE-CONTROL



The
GREEN DIAMOND has
 the following
 features:

Tone-Control—an outstanding
 feature of this set.

Three screen grid tubes and
 power detector.

Completely shielded tuning
 condensers and coils.

Non-Oscillating.

Electrolytic-type filter conden-
 ser—as used in the most expen-
 sive receivers.

The assembly is in one com-
 plete unit, the dynamic speaker
 being mounted to the chassis by
 means of a bracket.

Dial is calibrated directly in
 kilocycles for convenience in
 dialing.

Beautiful cabinet of matched
 walnut woods.

Adjusting knot on the chassis
 which makes it possible to bring
 up to its greatest efficiency any
 length antenna used with this
 receiver.

Compact size of 15½ inches
 width, 18 inches height, 12½
 inches depth, weight 32½ lbs.

Price—complete with tubes

\$69⁵⁰

No one has ever had greater justification for pride of achievement than has HOWARD in presenting this new Green Diamond Compact Receiver with tone-control. The highest of standards which have guided Howard in the manufacture of their full-sized receivers were not deviated from in the designing of this new set. Every resource at Howard's command was utilized to the fullest extent in perfecting the new Green Diamond. It is now presented to the wide-awake dealers of America as the outstanding achievement in receivers of this type. The addition to the Howard quality line of receivers of the new Green Diamond presents to dealers of integrity and foresight the opportunity of a lifetime to sell quality at a profit.

HOWARD RADIO COMPANY, CHICAGO, ILLINOIS
 FACTORY AND GENERAL OFFICES, SOUTH HAVEN, MICHIGAN

The
 New **HOWARD GREEN DIAMOND**
Compact Radio with TONE-CONTROL

Tone . . . Selectivity . . . Power . . . IN COMPACT FORM

The HEADLINER of the SHOW

The New McCORMICK

Leader of

MIDGET RADIOS!



MIDGET CHASSIS

Six tube—triple screen grid. High gain R.F. Litz bank wound coils. Fully shielded. No oscillation. Audio combination resistance and transformer coupled. Tone control. Illuminated dial, and other features.



CONVENIENT MANTEL MODEL

This 6-tube midget — "just a little smaller" — is the same as the above console model, except for absence of legs, which can be added later if desired. Height 18½", width 14¼", length 10½", weight 25 lbs. An ideal set for any place where space is important!



During the recent Chicago Radio Show, buyers everywhere acclaimed the McCormick as the ultimate in radio perfection. Triple screen grid operation — big set performance — exceptional selectivity and sensitivity — ample volume—tone control—power dynamic speaker—rich walnut cabinet — all is combined to make the McCormick the leader of midget radio sales. Height 41½", weight 32 lbs. Can be conveniently placed in space 18" x 16". Beautiful ELECTRIC CLOCK operates off same wire as radio — whether set is turned on or off. Controlled by current from local power station. An exclusive feature of AUTOMATIC TIME SWITCH turns radio on or off at any time by merely setting the clock.

Write for the McCormick proposition today — and let this new radio sensation help make bigger profits for you!

McCORMICK RADIO CORP.

6930 North Clark Street

CHICAGO, ILLINOIS

CROSLLEY Amazes Radio World With Sensational NEW Line!

The Crosley NEW COMPANIONSHIP SERIES
SCREEN GRID—NEUTRODYNE
POWER SPEAKER—A. C. ELECTRIC

The Crosley PAL

Here is a magnificently beautiful and one of the best and also of which great the new Crosley Repeared. The cabinet is of genuine Repeared. Needs not the Crosley electro-magnetic power speaker is incorporated. Tubes required are: Two Screen Grid type -24 in the radio frequency stages, one Screen Grid type -24 in the detector stage, one type -45 in the power output stage and one type -80 as a rectifier. Dimensions: 15 1/2" high, 21" wide, 11" deep. An astonishingly low price. **\$69.50**
Less Tubes



ON THE MANTEL

The Crosley MATE

The exquisitely designed front of this beautiful cabinet is made of the famous Crosley Repeared. The substantial brass and steel structure are of the finest 5-ply walnut veneer. The newest type Crosley electro-magnetic power speaker is built in. Contains the same powerful and masterfully selective NEW Companion Series chassis as The PAL. Dimensions: 20" high, 20 1/2" wide, 12 1/2" deep. The price is amazingly low—only **\$75.00**
Less Tubes



ON THE TABLE

The Crosley NEW LEADERSHIP SERIES
SCREEN GRID—NEUTRODYNE
POWER SPEAKER—A. C. ELECTRIC

The Crosley DIRECTOR

This handsome cabinet is a masterpiece of harmony and beauty. The sides and top are of genuine 5-ply walnut veneer. The exquisitely designed outer front panel is of the new, sensational Crosley Repeared. Has new and astonishingly efficient automatic volume control. The latest type Crosley moving coil dynamic speaker is incorporated. This set requires three Screen Grid tubes: type -24, one type -25, two type -45, and one rectifier tube type -80. Dimensions: 31 1/2" high, 23 1/2" wide, 13 1/2" deep. The price is sensational. **\$107.50**
Less Tubes



ON THE TABLE

The Crosley ARBITER Electric Photograph and Radio Combination

This beautiful cabinet, housing an electric photograph and radio combination, is the last word in radio cabinet design. The sides and top are of genuine 5-ply walnut veneer, while the simulated center panel is of genuine Crosley Repeared. The electric photograph is exposed when the lid is lifted. The power speaker is the latest Crosley moving coil dynamic type. Volume is controlled by the new automatic control. The chassis is the same as used in the DIRECTOR and requires the same tubes. Dimensions: 35" high, 21 1/2" wide, 17" deep. Sold at the astonishingly low price of **\$137.50**
Less Tubes



ON THE TABLE

NEW Chassis and NEW Power Speakers in Cabinets of NEW Beauty, Originality, Individuality and Distinction at Astonishingly Low Prices



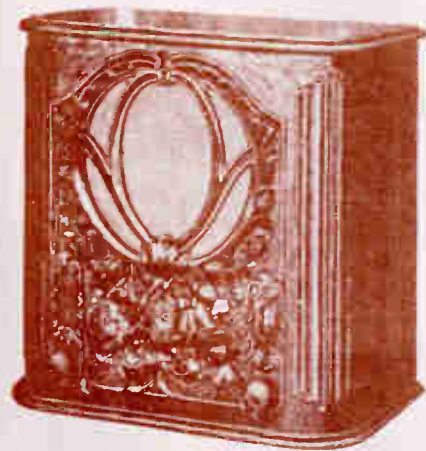
ON THE MANTEL



ON THE TABLE



NEXT TO EASY CHAIR



The Crosley NEW BUDDY

SCREEN GRID—NEUTRODYNE—POWER SPEAKER—A. C. ELECTRIC
ONLY 15 1/2" HIGH, 15 1/2" WIDE, 9 1/2" DEEP

In one clean sweep Crosley has split wide open the way to greater sales, faster turn-over and greater profits for Crosley dealers with a sensational new line featuring The CROSLLEY NEW Buddy, the most startling, most popular and lowest-priced radio for the value received, that has ever been offered.

This marvelous little set has everything your customers look for in radio. Its performance is extra-ordinary. Its beauty is exceptional. Its design is original. Its captivating charm is irresistible. It may be placed on the mantel, at the side of an easy chair or on a table.

The exquisitely designed front of The NEW Buddy is made of genuine Repeared, a new Crosley product which makes possible the exact duplication of a beautiful hand-crafting. The newest type Crosley electro-magnetic power speaker is incorporated. Requires two Screen Grid tubes type -24 in the radio frequency stages, one Screen Grid type -24 in the detector stage, one type -45 in the power output stage, one type -80 tube as a rectifier. Dimensions: 15 1/2" high, 15 1/2" wide, 9 1/2" deep. Amazingly low priced at only **\$64.50**
COMPLETE WITH TUBES

Backed with extensive national advertising, this remarkable Crosley line will be the fastest-selling, biggest profit-making line on the market. Get in touch with your Crosley distributor immediately and learn more about this wonderful new line.

The Crosley Radio Corporation

POWEL CROSLLEY, JR., President—Home of "The Nation's Station"—WLW
CINCINNATI
Also manufacturers of the CROSLLEY ROAMING Automobile Radio Reciting Set and the famous AMRAD RADIO



"Grebe will
pull them in
and store
demonstrations
will do the rest"

—A. J. McGivern



225M 411 chassis, maple console, hinged door, control controls, price \$225, without tubes.

225H 411 chassis, walnut console, similar in general appearance to 225M, price \$225, without tubes.

HERE is a program that works two ways to your advantage. As we see it, the new Grebe has the support of a plan that is sure to pull customers right into your store. And this plan has the support of performance that produces sales. Our advice to Grebe franchise-holders is to have plenty of order blanks on hand—you will need them.

Remember this: you *keep* the money you make selling Grebe radio. There is no big gap between gross and net profits, because trouble-proof construction has cut service calls down to the very minimum. Another thing: you who have not as yet taken on this franchise, ask Grebe dealers about repossessions and you will find that this set *stays* in the home.

Of course, the SK4, Grebe's prestige set, will continue to pile up substantial profits. And the AH1, Grebe's new moderate-priced set, which is comparable only with the SK4, broadens your market because everybody who can afford a radio can afford this one. You who feature Grebe this year will make money.



**Grebe
radio**

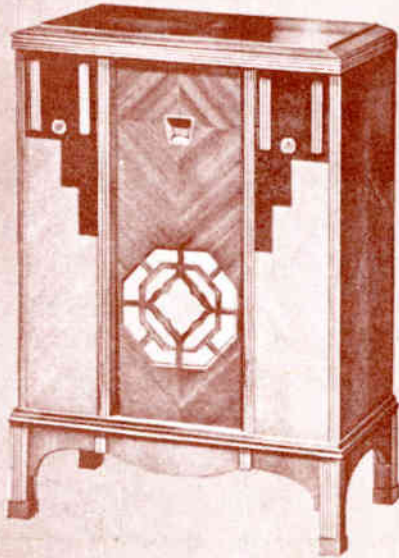
*Grebe Radio is distributed
from Chicago by*

MANHATTAN
ELECTRICAL SUPPLY CO., INC.

108-114 W. ILLINOIS STREET, CHICAGO

1930

Sentinel

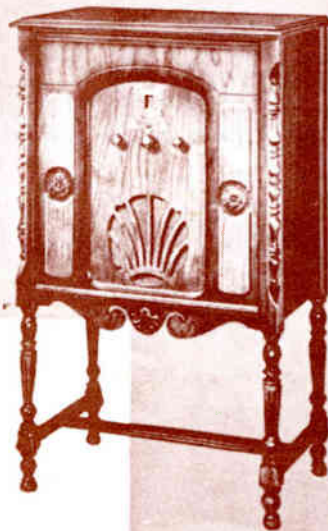


Model 11—List Price \$130 (less tubes)

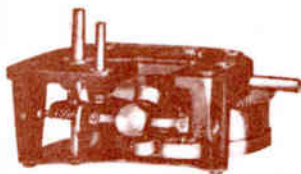
The most popular model we have ever shown. A distinct favorite of the R. M. A. Show. All leading developments in screen grid radio. Seven tubes. Three screen grid, one acting as power detector, and two in two stages of tuned radio frequency.

Amplification and resistance coupled. Two 245's in push-pull, one 100 rectifier. Electro Dynamic Speaker. Cabinet of burl and burr walnut, designed to a period, with modernistic details. Panels of matched walnut. High polished finish. This beautiful instrument has a strikingly rich character all its own, and is priced right for your volume business.

Model 8—List Price \$99.50 (less tubes)
The greatest dollar for dollar value in radio. An unusually sensitive selective eight tube screen grid set, four screen grids, one 227, and two 245's in push-pull. Cabinet of beautiful two-tone walnut of an enduring practical design. Full Dynamic Speaker.



Prices slightly higher west of the Rockies and in Canada



UNITED

United No. 22 Motor

This splendid motor for portables is strong pulling, even running, and proved right for popular models. It is one of United's famous complete line of motors for all types of musical reproducing instruments. It is sturdy, finely finished, absolutely dependable.

Latest Radio-Music Models on Exhibit at Trade Show

1929-30 Lines of Radio-Music Products on Display at the Hotel Stevens, Hotel Blackstone and Hotel Congress

ALLEN HUGH & SONS CO. CHICAGO, ILL.

ALLEN HUGH & SONS CO. CHICAGO, ILL.



Allen Model 155, Open

Allen Model 155, Open. This model features a large, ornate wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.



Allen Model 155, Open

Allen Model 155, Open. This model features a smaller, square wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.

ALCO PRODUCTS, INC., CHICAGO, ILL. This company offers a variety of radio sets and cabinets, including models with decorative finishes and built-in speakers.

ARROYO WIRELESS CORP., BROOKLYN, N. Y. This company specializes in portable and table-top radio sets, offering a range of models for different budgets.

AMERICAN ROSS & MAGNETO CORP., SPRINGFIELD, MASS. This company is known for its high-quality radio sets and cabinets, featuring advanced technology and elegant designs.



Allen-Hugh Set and Speaker Cabinet

This model features a large, ornate wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.



Allen-Hugh Combination Cabinet

This model features a combination of a radio set and a speaker cabinet, housed within a single, ornate wooden cabinet with a decorative front panel and a four-legged stand.



Allen-Hugh Electric 19 Tube Set

This model features a tall, ornate wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.

ALLEN HUGH & SONS CO. CHICAGO, ILL.



Allen-Hugh New Portable

This model features a small, portable radio set housed in a carrying case, designed for easy transport and use in various settings.



Allen-Hugh Combination Cabinet

This model features a combination of a radio set and a speaker cabinet, housed within a single, ornate wooden cabinet with a decorative front panel and a four-legged stand.



Allen-Hugh Symphony

This model features a tall, ornate wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.



Allen-Hugh Aria Console

This model features a tall, ornate wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.



American Speaker

This model features a large, vintage-style speaker with a prominent horn, designed for high-quality sound reproduction.

J. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y. This company offers a variety of radio sets and cabinets, including models with decorative finishes and built-in speakers.



Allen-Hugh Aria Console

This model features a tall, ornate wooden cabinet with a decorative front panel and a four-legged stand. The radio set is housed within the cabinet, and the doors are open, revealing the internal components.

Latest Radio-Music Models on Exhibit at Trade Show

TRADE SHOW OF RADIO-MUSIC EQUIPMENT, NEW YORK, N.Y.

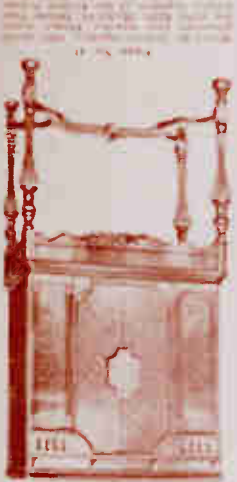
AMERICAN PATENT...
SPEAKER...
TRADE SHOW...



TRADE SHOW...



TRADE SHOW...

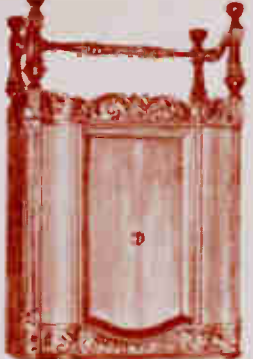


TRADE SHOW...

TRADE SHOW...



TRADE SHOW...



TRADE SHOW...



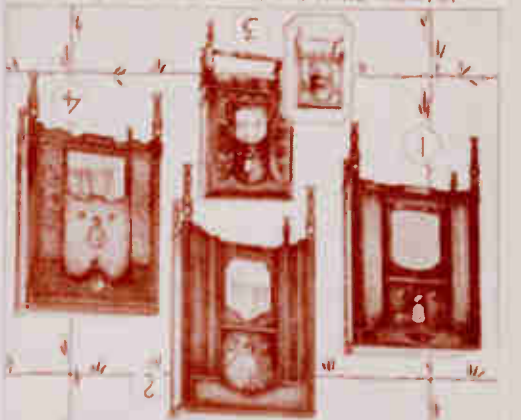
TRADE SHOW...

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TRADE SHOW...

New Products

RADIO VICTOR CORP. OF AMERICA
C.A. New York



Radio No. 10

This is a tall, dark wood radio cabinet with a decorative top and a central speaker grille. It features a classic design with a high back and a sturdy base.



Radio No. 66

This is a dark wood radio cabinet with a decorative front panel and a central speaker grille. It has a classic, elegant design.

TRAVLER MFG. CO. ST. LOUIS, Mo.
This is a small, portable radio set with a carrying case. It is designed for travel and convenience.

This is a small, portable radio set with a carrying case. It is designed for travel and convenience.



Travel Set No. 100

This is a small, portable radio set with a carrying case. It is designed for travel and convenience.



Travel Set Standard

This is a small, portable radio set with a carrying case. It is designed for travel and convenience.



Travel Set Compact

This is a small, portable radio set with a carrying case. It is designed for travel and convenience.

AMERICAN BROS. TAGUETO
CORP. New York, N. Y.



Radio Cabinet No. 20

This is a tall, ornate wood radio cabinet with a decorative top and a central speaker grille.



Radio Cabinet No. 10

This is a tall, ornate wood radio cabinet with a decorative top and a central speaker grille.



Radio Cabinet No. 10A

This is a tall, ornate wood radio cabinet with a decorative top and a central speaker grille.

This is a tall, ornate wood radio cabinet with a decorative top and a central speaker grille.



Radio Cabinet No. 100

This is a tall, ornate wood radio cabinet with a decorative top and a central speaker grille.



Victor Radio No. 100

This is a tall, ornate wood radio cabinet with a decorative top and a central speaker grille.

New Products



Model B-10
A small, ornate cabinet with a single door and decorative panels.

Illustration showing the cabinet with its door open, revealing the interior shelves and drawers.

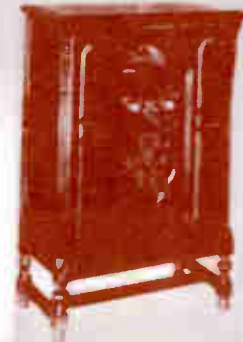


Model B-11
Illustration above and two below show typical cabinets made by leading furniture manufacturers for the water radio receiving set.



Model B-12
Small table with a central cabinet and two tall, thin stands on either side.

Illustration showing the cabinet with its door open, revealing the interior shelves and drawers.



Model B-13
Tall, ornate cabinet with a single door and decorative panels.



Illustration of the set, as shown in the advertisement, is appropriate with a set.



Model B-14
Small, ornate cabinet with a single door and decorative panels.

Illustration showing the cabinet with its door open, revealing the interior shelves and drawers.



Model B-15
Tall, ornate cabinet with a single door and decorative panels.



Small illustration of the set. Note that a set of furniture manufacturers are



Model B-16
Small, ornate cabinet with a single door and decorative panels.

Model B-17 showing another view of the cabinet with its door open, revealing the interior shelves and drawers.

Model B-18 showing another view of the cabinet with its door open, revealing the interior shelves and drawers.

New Products

SPARTAN AMPLIFIER CO. 1244
New York, N. Y.



Spartan Jewel No. 40

When you want a radio receiver that is both beautiful and efficient, the Spartan Jewel No. 40 is the one to choose. It is a 5-tube set with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.



Spartan Emerald No. 42

The Spartan Emerald No. 42 is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.



Spartan Junior No. 410

The Spartan Junior No. 410 is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

ALL AMERICAN BOWARK CORP.
Chicago, Ill. 25 tubes set with
speaker. The set is built on a
chassis that is 12 inches wide
and 10 inches deep. It is a
very compact and efficient
set. The price is \$25.00.

UNITED STATES RADIO & TELEVISION CORP. 1244
New York, N. Y.



Large Self Tuner

The Large Self Tuner is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

ROY VICTOR CO. INC. Radiola
Hicksville, Long Island, N. Y.



Radiola 45

The Radiola 45 is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

WHITE RESEARCH LABORATORY
TORRES, INC. Philadelphia, Pa.
The White Research Laboratory
has developed a new type of
radio receiver. It is a 5-tube
set with a built-in speaker and
a fine tuning eye. The cabinet
is made of dark wood with a
decorative front panel. It
stands on four ornate legs. The
price is \$25.00.

UNITED STATES RADIO & TELEVISION CORP. 1244
New York, N. Y.

UNITED STATES RADIO & TELEVISION CORP. 1244
New York, N. Y.



Radiola No. 57 P

The Radiola No. 57 P is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.



Claritone No. 57

The Claritone No. 57 is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

WALKER RADIO CORP. Chicago, Ill.
The Walker Radio Corp. has
developed a new type of radio
receiver. It is a 5-tube set
with a built-in speaker and a
fine tuning eye. The cabinet
is made of dark wood with a
decorative front panel. It
stands on four ornate legs. The
price is \$25.00.



Walker Super Receiver

The Walker Super Receiver is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

UNITED AIR CLEANSER CORP.
Chicago, Ill.

UNITED AIR CLEANSER CORP.
Chicago, Ill.



Scrubber Radiola

The Scrubber Radiola is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.



Scrubber Radiola

The Scrubber Radiola is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

GRANDIER RADIO CORP. 1244
New York, N. Y.

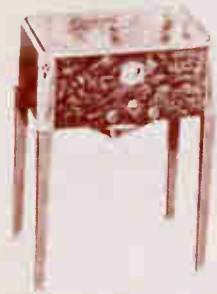


Grandier Claritone No. 57

The Grandier Claritone No. 57 is a 5-tube radio receiver with a built-in speaker and a fine tuning eye. The cabinet is made of dark wood with a decorative front panel. It stands on four ornate legs.

New Products

CROSLY RADIO CO. CHICAGO, ILL.



Crosby Radio

This is a small, elegant radio cabinet with a decorative top and thin legs. It is designed to hold a radio set and is suitable for a bedroom or study.



Crosby Radio

This is a wooden radio cabinet with a decorative front panel and curved legs. It is designed to hold a radio set and is suitable for a bedroom or study.



Crosby Radio

This is a wooden radio cabinet with a decorative front panel and curved legs. It is designed to hold a radio set and is suitable for a bedroom or study.



Crosby Radio

This is a wooden radio cabinet with a decorative front panel and curved legs. It is designed to hold a radio set and is suitable for a bedroom or study.

...the most popular of the new products...
...the most popular of the new products...
...the most popular of the new products...

CASWELL MFG. CO. MICHIGAN

This is a small, elegant radio cabinet with a decorative top and thin legs. It is designed to hold a radio set and is suitable for a bedroom or study.

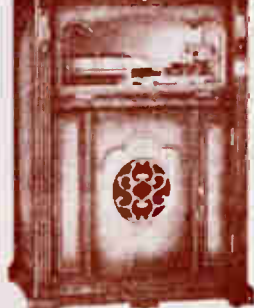


Caswell Jewelry Box

This is a small, elegant jewelry box with a decorative interior. It is designed to hold jewelry and is suitable for a bedroom or study.

WESTERN ELECTRIC MFG. CO. CHICAGO, ILL.

This is a small, elegant radio cabinet with a decorative top and thin legs. It is designed to hold a radio set and is suitable for a bedroom or study.



Western Electric Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.



Western Electric Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.



Edwardsen Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.



Edwardsen Radio

This is a wooden radio cabinet with a decorative front panel and curved legs. It is designed to hold a radio set and is suitable for a bedroom or study.

WRIGHT BROTHERS CO. CHICAGO, ILL.



Wright Brothers Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.



Zaretskiy Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.



Zaretskiy Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.

WRIGHT BROTHERS CO. CHICAGO, ILL.



Wright Brothers Cabinet

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.

This is a tall, ornate wooden cabinet with a decorative front panel. It is designed to hold a radio set and is suitable for a bedroom or study.

1931

MAJOR EVENTS IN HISTORY

1931

The "Star-Spangled Banner" is declared the national anthem.

The United States purchases the Virgin Islands from Denmark for \$25 million.

2,300 banks fail due to the Depression.

Polio is declared an epidemic in many states.

Rockefeller Center (N.Y.C.) starts rising from the ground.

The George Washington Bridge (Hudson River) and Empire State Building (both in N.Y.C.) are completed.

Ford Motor Co. turns out 20 millionth car.

Thomas A. Edison dies at age 84.

Nine black men are accused of raping two white girls. The beginning of Scottsboro Trials.

Pilot Wiley Post and navigator Harold Gatty circle the globe in their monoplane "Winnie Mae" in 8 days, 15 hours, 51 minutes – flying 15,474 miles.

TOP PLAYS

The Barretts of Wimpole Street

Counsellor At Law

Mourning Becomes Electra

ON THE RADIO

First broadcast of a complete opera from the Metropolitan Opera House of N.Y.C. *Hansel and Gretel* on N.B.C.

C.B.S. of N.Y. establishes a T.V. station – W2XAB. The first to maintain a daily schedule of audio and visual transmission. Kate Smith and Boswell Sisters are featured.

TOP MOVIES

City Lights

Front Page

Min and Bill

Skippy

TOP BOOKS

Back Street

Fannie Hurst

The Good Earth

Pearl Buck

The Limestone Tree

Ernest Hemingway

Sanctuary

William Faulkner

SPORTS

Knute Rockne killed in an auto crash.

TOP MUSICALS

The Laugh Parade

Of Thee I Sing

Ziegfeld Follies of 1931

George White's Scandals

TOP SONGS

All Of Me

Dancing In The Dark

I Love A Parade

Minnie The Moocher

Mood Indigo

When The Moon Comes Over The Mountain

Where The Blues Of The Night Meets The Gold Of The Day

1931



SILVER-MARSHALL, \$59.50
Superhet., 7 tubes with var-mu and pent.



PHILCO BABY GRAND
Superhet., 3-24, 2-27, pent., 80



RCA-VICTOR RADIOLETTE, \$37.50
T.R.F., 2-24, pent., 80



DEWALD



COLONIAL 39
T.R.F., 3-24, 45, 80

1931



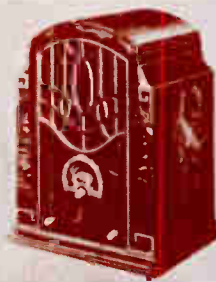
U. S. APEX 8A, \$67.50
Superhet., 3-var-mu, 3-27, pent., 80



REVERE 399, \$39.95
T.R.F., 2-var-mu, 24, pent., 80



AUDIOLA 610, \$48 less tubes
T.R.F., with var-mu and pent. tubes



CLARION 80, \$67.50
Superhet, with var-mu and pent. tubes



CROSLY SHOW BOY, \$49.50
T.R.F., 2-var-mu, 24, pent., 80

midgets



GULBRANSEN 130,
\$58 less tubes
Superhet., 2-var-mu,
2-24, pent., 80



LYRIC S-7, \$69.50
Superhet., 2-24, 27,
2-var-mu, pent., 80



BRUNSWICK 11,
\$79.50
Superhet., 3-24, 2-var-mu,
pent., 80



GE T-12
T.R.F., 2-24, pent., 80



FADA 51

New
Products



**JESSE FRENCH
TUDETTE, \$54.50**
T.R.F., 2-var-mu, 24,
pent., 80



**STEWART-WARNER
APARTMENT, \$52.95**
Superhet., 6 tubes



SENTINEL 111,
\$37.50
T.R.F., 24, var-mu,
pent., 80



BOSCH PERSONAL,
\$43.50
T.R.F., 3-24, pent., 30



ICA ENVOY
T.R.F., 2-var-mu, 24,
pent., 80

New Products



Model 61
Clarion Models 61 and 70



Model 61
Clarion Models 61 and 70

...the new...
...the...
...the...



Model 70



Model 70



Model 70



Model 70



Model 70



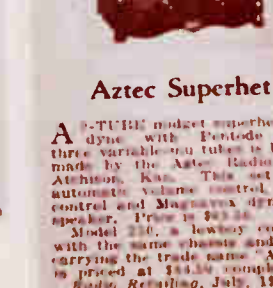
Model 70



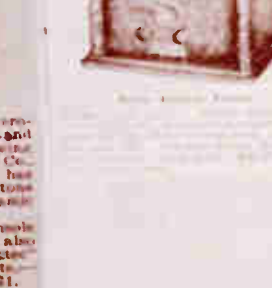
Model 10



Model 10



Model 10



Model 10

Aztec Superhet

A TITILE budget superheterodyne with Pentode and three variable mu tubes is being made by the Aztec Radio Co., Atchison, Kan. This set has automatic volume control, tone control and Magnavox dynamic speaker. Price is \$39.95. Model 210, a lowboy console with the same chassis and also carrying the trade name "Aztec" is priced at \$44.95 complete. Radio Retailing, July, 1931.



New Pierce-Airo Midget

PIERCE-AIRO Inc., 119 Fourth Ave., New York City, has introduced another "Go-Wald" midget set. The new circuit is said to have greater amplification and selectivity. The cabinet design is entirely different from the previous model. It is not so modernistic in line and is more ornamental. The intended retail price is \$59.50 less tubes. This same model for 110-volt d.c., using the new low-drain tube, is \$63.50 less tubes. —*Radio Retailing*, January, 1931.



Lyric Midget and Console

A **FULL-VISION** dial, with spot-light tuning, is one of the distinctive points of the new midget and console sets presented by the All-American Mohawk Corp., N. Tonawanda, N. Y. These sets also have tone control. Four 224's, a 245 and a 250 are employed in the chassis which is common to each.

Model J-3, the midget, lists at \$59.50 complete.

Model J-3, the console, housed in a cabinet the same in design as Model 34, is \$89.50 complete. —*Radio Retailing*, January, 1931.



Howard "Green Diamond" Midget

THREE stages of r.f., using 224's in addition to a 227, a 245 and a 250, are used in the "Green Diamond" compact set made by the Howard Radio Co., South Haven, Mich. The dial is illuminated and electrolytic filter condensers are used. A tone control is also included.

The cabinet is walnut, and stands 17½ in. high by 14½ in. wide. \$89.50, complete. —*Radio Retailing*, January, 1931.

New Gloritone Midget

QUITE different in design from the first midget brought out by the United States Radio & Television Corp., Marion, Ind., the new model has an oval-shaped top. The natural wood grain has a satin glass finish with decorative



on the sides of the front panel. This set, which is housed in Gilbert's Model 23, stands 17½ in. high by 14½ in. wide by 8 in. deep.

Three 224's, one 245 and a 250 tube are used, and the speaker is an electro-dynamic. The intended retail price is \$49.50, complete. —*Radio Retailing*, January, 1931.



General Motors Midget

AUTHENTIC period furniture design is followed in the "Little General" midget set just announced by the General Motors Radio Co., Dayton, Ohio. It may be had in three styles of finish, butt walnut, or green or buff lacquer. The set is 19 in. high by 16 in. wide by 10½ in. deep, and is equipped with a variable type tone selector as introduced on GM's consoles.

The speaker is an electro-dynamic, and four 224's, one 245 and a 250 tube are used in the circuit. The list price is \$57.50, less tubes. —*Radio Retailing*, January, 1931.



Steinite Superhet Midget Combination

THE unusual part of the superheterodyne radio-phonograph combination of the Steinite Mfg. Co., Ft. Wayne, Ind., is that the turntable is located in a drawer beneath the set, rather than on top, as in previous midget combinations. In this way, the set does not take on unusual proportions at the top, making it top-heavy. The cabinet has a bird's-eye maple front with the rest in walnut, and it measures 17 in. wide by 19 in. high by 10 in. deep. The chassis takes three 224's, two 227's, two 245's in push-pull, and a 250. This combination plays 16 or 12 in. records and has tone control. It is known as Model 502, and lists at \$69.50 less tubes.

The same model as a straight radio, without the turntable, is \$63.50 less tubes.

Steinite also offers Model 421, a r.f. set using three 245's, two 245's in push-pull, and a 250 at \$49.50 less tubes. The cabinet measures 18½ in. high x 15½ in. wide. This chassis in a console, Model 427, is \$44.50, and stands 33 in. high and 19 in. wide.

Two other superhets are also available. Model 639 is a console listing at \$79.50, and in addition to this, there is a console combination at \$119. —*Radio Retailing*, January, 1931.



Majestic Midget

ANOTHER of the larger manufacturers, this time the Grigsby - Grunow Co., 5301 Dickens Ave., Chicago, Ill., has entered the midget field. Majestic's set, known as Model 21, is housed in a walnut cabinet of Heppelwhite design, the front panel being matched butt walnut, bordered with an attractive molding.

The chassis takes three 224 tubes, two 245's, and a 250. There are two knobs on the panel—one for tuning and the second being a combination volume control and on-and-off switch.

The set stands 19 in. high, and 15½ in. wide, and 10½ in. deep, and lists at \$79.50 complete with Majestic tubes. —*Radio Retailing*, January, 1931.

Gilbert Model 70

MODEL 70, being another "Go-Wald" set, is another "Go-Wald" set, but with a different circuit and a different cabinet design. It is housed in Gilbert's Model 70, which stands 17½ in. high by 14½ in. wide by 8 in. deep. It is known as Model 70, and lists at \$59.50 less tubes. —*Radio Retailing*, January, 1931.



Phoenix Miniature

A NINE in. electro-dynamic speaker, electrolytic condensers, illuminated dial—these are some of the high points of the "Phoenix" miniature set placed on the market by the Ross Corp., 1257 S. Halsted St., Chicago, Ill. The wood-grain cabinet has hand-rubbed finish. It is 15 in. x 14 in. x 8 in. The price with tubes is \$59.50. —*Radio Retailing*, January, 1931.



Geneva Sets

SEVEN-TUBES, including four 224's, a 227, a 245 and a 250, are used in the "Geneva" sets made by the Cordome Mfg. Co., Holland, Mich.

These sets have four tune r.f. screen grid circuits, two stages of resistance-coupled audio and screen-grid power detection. Electrolytic filter condensers are used, and a tone control is included.

The midget set comes in a cabinet of American walnut veneer, measuring 17 in. x 14 x 8½ in. \$69.50 complete.

Model 28, the console set, stands 34 in. high x 20 in. deep and retails at \$84.50, complete. —*Radio Retailing*, January, 1931.



The KENNEDY Coronet

List Price
\$69⁵⁰
 Complete



HERE is a miniature set that will operate in any locality where larger receivers will operate. The Kennedy Coronet is exceptionally sensitive and even in cities with a number of powerful broadcasting stations, it will pick up the station quickly and clearly without overlapping. It is equipped with a *Selec-tone Control* to tone reception to suit the individual preference.

Encased in a beautiful cabinet of butt walnut, the Kennedy Coronet has a strong "eye appeal" and its selectivity, power and tone quality will win the instant admiration of any of your customers desiring a miniature set.

Your request for information will be answered promptly and in detail.

SPECIFICATIONS

Height, 17 inches. Base width, 16¹/₂ inches. Depth, 10 inches. Weight (less shipping case) 31 pounds. Tubes, four No. 224 screen grid; one No. 245; one No. 280. Full size transformer. Electro-dynamic speaker. *Selec-tone Control*.

Send coupon today for complete information about the Kennedy Co-operative plan.

KENNEDY

A STUDEBAKER FAMILY PRODUCT



The Royalty of Radio

Since 1911

COLIN B. KENNEDY CORPORATION
 South Bend, Indiana

Date _____

Please send full information about your co-operative plan for dealers.

Firm Name _____

Individual _____

Address _____

City _____

State _____

1931

CROSLEY presents a Low Priced 7-Tube Superheterodyne Pentode (Phiodynatron) Radio Receiver



The New Crosley SUPER BUDDY BOY

\$65⁰⁰

COMPLETE WITH
TUBES AND
TENNABOARD

Montana,
Washington,
Colorado, New
Mexico and
West, price
slightly higher.

16 FEATURES

1. New Crosley Superheterodyne Pentode Circuit
2. Seven Tubes—Six Screen Grid
3. Five-element Pentode Output Tube
4. Exponential or Variable Mu Radio Frequency Tube
5. Exponential or Variable Mu Intermediate Frequency Tube
6. Phiodynatron Oscillator
7. Self-Floating Moving Coil Dynamic Speaker
8. Continuous (Stepless) Static Control
9. Illuminated Angular Vision Ribbon Dial
10. Vernier Drive
11. Continuous (Stepless) Variable Tone Control
12. Combined Volume Control and On/Off Switch
13. "Crosley Tennaboard"
14. Beautiful New One-piece Molded Cabinet
15. Perfect Tone and Powerful Undistorted Output
16. Priced Complete with 7 Tubes at only \$65.00

* Exclusive CROSLEY Feature

SINCE its introduction only a few weeks ago The New Crosley SUPER BUDDY BOY has enjoyed unprecedented success. The radio public is ready, willing and anxious to accept this radio sensation which can boast of so many outstanding features—five features exclusive with Crosley.

The SUPER BUDDY BOY incorporates the most recent of all radio developments—the Five-Element Pentode Output Tube. Its use is equal to two stages of amplification. The Variable Mu tubes impart a richness and fullness of tone to reception remarkably free from the customary background noises. The use of a Screen Grid tube as the Phiodynatron Oscillator—an exclusive Crosley feature—eliminates adjustments that are necessary with the three-element oscillator used in all other superheterodynes. In spite of these astonishing features, The SUPER BUDDY BOY is small in size and can be easily carried from room to room in the home.

Never has there been a radio receiver that holds the possibilities of big sales and profits as The SUPER BUDDY BOY. Get in touch with your Crosley distributor today—see and hear this marvelous new receiver.

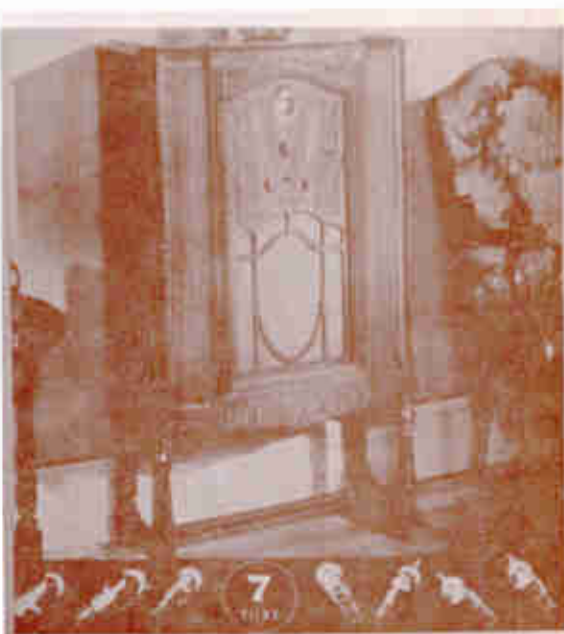
THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President Home of "the Nation's Station"—WLW
CINCINNATI

Also manufacturers of the CROSLEY Battery Radio Receivers and the
CROSLEY ROAMIO Radio Receiving Set.

YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO



HIGHBOY MODEL 70 \$65.75 Complete with Tubes
7-Tube Superheterodyne

A real hot, top selling model of superior design in Agate Black Walnut with Semi-circular Arch and Top Crown Panels. You Cannot Get any Portable Tube—No more talk—No High Harmonic Station—Amazing Dial—Marvellous new Electro-Dynamic Speaker—Sold complete with 7 Philco Balanced Tubes—Screen Grid—One of the greatest Philco values ever offered to the public.
A similar model Philco all-stereo Radio Phonograph complete with 7 tubes (Screen Grid) and using the new Tri-Grid Power Tube, \$115.00.



HIGHBOY MODEL 90 \$109.75 Complete with Tubes
9-Tube Superheterodyne

An important innovation in American Black Walnut and Agate Rose Walnut, with Arch of 7 1/2" rounded Crown, Wood, Panels in the Top Walnut and Grand Maple, Decorative. Hand-crafted Super Hot, Hot Plate, Top Crown—Two 250 Power Tubes, Four 250—Long Distance Speaker—Electro-Dynamic Station—Amazing Station—Speaker, and about all else. Balanced Superheterodyne Receiver—Screen Grid—Screen Grid Power and push, and standard size with double Screen Grid—\$115.00.
In a similar Radio, complete with a Philco Balanced Tube, \$115.00.

You must sell Balanced

To Meet the Present-Day

Study Each Model—the Value—the PRICE!



BABY GRAND MODEL 70 \$49.95 Complete with Tubes
7-Tube Superheterodyne

Hand-crafted masterpiece in precision work. Sold complete with 7 Philco Balanced Tubes (Screen Grid). Uses the new Franklin Power Tube and is constructed from Rosewood, Maple, Spruce and is equipped with a new Electro-Dynamic Station—Amazing Dial—Top Crown—Decorative—No more talk—Screen Grid—Screen Grid Power and push, and standard size with double Screen Grid—\$115.00.
In a similar Radio, complete with a Philco Balanced Tube, \$115.00.

EVERY Philco is now a Superheterodyne. Every Philco has Balanced Units. Every Philco is factory-equipped with Balanced Tubes. Every Philco is priced complete with tubes. Every cabinet is the last word in furniture design.

Your future as a radio dealer depends on whether you have a line—a complete line—each unit of such tremendous value that you can sell up and make the dollar profit you need.

Philco's strength is not in having just one "hot" number.

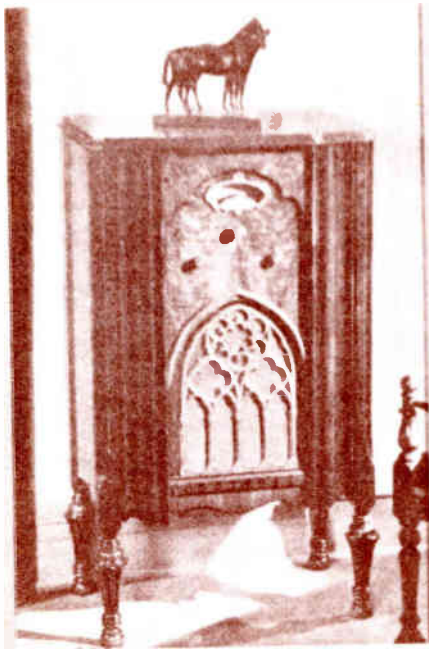
Each and every Philco in each and every price and performance classification represents the greatest

PHILCO

WORLD'S LARGEST RADIO MANUFACTURER

VALUE MEANS A BETTER RADIO FOR LESS MONEY—

Echophone stops the prospects and Starts the Sales

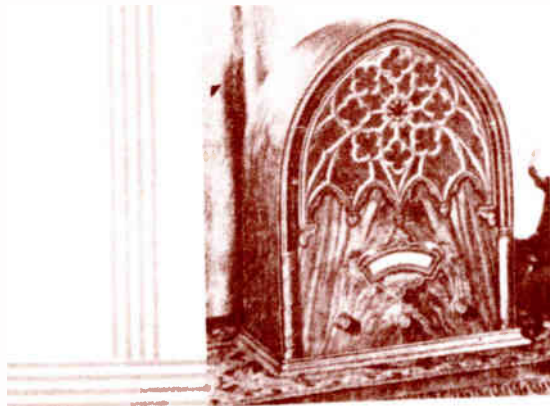


Model 90 Superheterodyne Large Type Chassis Eight tubes including two Pentodes Push Pull with Variable Mu Pre selector, 4 gang Condenser, 10 inch Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, Burl Walnut Panel
\$89.50 Complete

The new Echophone line is now doing business in a big way. It is getting attention in the largest cities and smallest towns. You should take heed, there's worthwhile money to be made with this new line. Echophone receivers have always started and kept the ball rolling. Echophone has been successful since 1921—you can tie in with Echophone now and get profitable sales results. Echophone is today's live-wire receiver. There's a wide range of models including our midget Echoette and beautiful consoles. There's an Echophone to meet every buyer's need. You can stock Echophone receivers in perfect safety—they'll sell—you'll profit.

ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory
WAUKEGAN, ILLINOIS
 Export Division Echophone Company Export
 44 Whitehall St. New York N. Y.



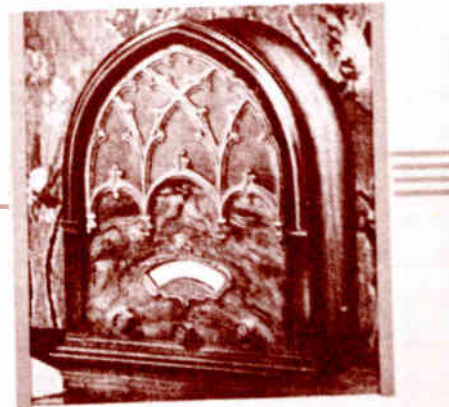
Get in touch with us now! We'll give you complete details. Our new line represents the best we have yet produced — our 10 year record should convince you that it's wise to act now.

Model 60 Superheterodyne also six Seven tubes including Pentodes and three Variable Mu, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, Walnut Cabinet, 6 in. high deep
\$53.75 Complete

Model 80 Superheterodyne eight Eight tubes including two Pentodes Push Pull and three Variable Mu, Pre selector, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, 4 gang Condenser, Burl Walnut Cabinet, 6 in. high deep
\$69.50 Complete

Echoette Model 40 four tubes including Pentode and Variable Mu Dynamic Speaker Walnut Panelled
\$32.75 Complete

Model 70 direct current superheterodyne seven tubes including D.C. Pentodes and D.C. Variable Mu, Jensen Dynamic Speaker
\$59.50 Complete



“**C**an’t get ’em fast enough!”
says a New York dealer



“Sold 25 in the first half hour!” reports one dealer of the new General Electric Junior. And a distributor announces that he moved 250 in eight minutes’ time.

That’s the story wherever the Junior has been introduced. Why? Because here is a small set that is priced right down to the market—with quality clear up to General Electric’s standard. It’s the greatest value in a small radio that a dealer ever offered to his trade! Order from your distributor.

The General Electric Junior

8-tube screen-grid superheterodyne. Full-sized dynamic speaker. Walnut cabinet in 18th century mantel clock design. Antique bronze handle for carrying. A red-hot number for quick sales!

Complete with Radiotrons, *List Price*

\$7250

THE JUNIOR WITH CLOCK
 Complete with Radiotrons, *List Price* **\$8450**

THE JUNIOR CONSOLE
 Complete with Radiotrons, *List Price* **\$8950**

GENERAL  ELECTRIC
 FULL RANGE RADIO

Merchandise Department, General Electric Co., Bridgeport, Conn.

Men, give yourselves real profits for CHRISTMAS!

If you want to make a sweet Christmas profit, start a drive on G-E Radio right now. It's the one radio that's gone out and *proved* its better tone—proved it by overwhelming other sets in conclusive

tone-tests! A complete, beautiful line, with a man-sized profit from every model. Get your window displays up now. Push G-E Radio for the fattest holiday profits!

A supremely beautiful, unusual gift!

LONGFELLOW GRANDEATHER CLOCK-RADIO

\$285
WITH
TUBES

An authentic colonial grandfather clock, with solid mahogany case and G-E electric clock. Concealed radio is a 10 tube, screen grid superheterodyne, using 2 Pentode output tubes. Automatic volume control. Tone control. G-E also makes a slightly smaller Grandfather Clock Radio, the Georgian, which sells for \$179, with tubes.

The ideal gift for the girl or boy away at college!

G-E JUNIOR

\$72⁵⁰ WITH
TUBES

Great value! 5-tube, screen grid superheterodyne, 2 Pentode tubes. 8" dynamic speaker. New tone control. Compact. *Portable!* Eighteenth Century brown walnut cabinet, of mantel clock design.



Push also the brilliant, new General Electric Junior Lowboy at \$89.95, the fast-selling Popular Console at \$124.75 and the superb Deluxe

Lowboy at \$164.50—gifts for the whole family; and the Radio-Phonograph Combination, at \$345, the supreme gift for music-lovers.

GENERAL  ELECTRIC RADIO
FULL RANGE PERFORMANCE

RADIO HEADQUARTERS

announces the

RCA VICTOR RADIOLETTE

\$37⁵⁰

... complete with
RCA RADIOTRONS
(including the new RCA Pentode)
ready to operate

HERE it is... a powerful radio set by RCA Victor... only 15 inches high... weighing only 16 pounds... with four RCA Radiotrons... including the new RCA Pentode for only \$37.50 COMPLETE... imagine it! What a wonderful leader to get people into your store... a wonderful lever for selling customers your larger, more expensive sets!

The new RADIOLETTE and the SUPERETTE open up a new market for you... the EXTRA SET MARKET. These instruments cost so little that millions of families can afford one or two or three of them in addition to their large radios!

Ask your RCA Victor distributor for complete information. Call him up right away!



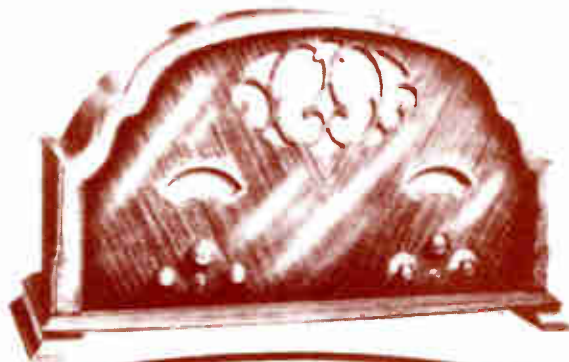
← **The Hit of the Season**

(At left) ... the Superette is leading the field in its class... it's the smallest BIG radio ever built... an 8-tube Super-Heterodyne for \$69.50 complete.



RCA Victor Company, Inc. • A Radio Corporation of America Subsidiary • Camden, N.J.

BIGGER, QUICKER SALES
for Radio Dealers who
Amaze and Thrill the Public
with this NEW RECEIVER...



PILOT "ALL-WAVE"
Super-Heterodyne

11-TUBE SUPER-WASP

Here is the leader in a line of radio sets that you can sell at a profit! Pilot's new 11-tube Superheterodyne SUPER-WASP is the most powerful combined long and short wave receiver ever built. A standard 7-tube superheterodyne chassis in combination with a 4-tube converter. Pulls in everything from 11 to 550 meters. No coils to plug in. Nothing to change. Just a flick of a switch to turn from long-wave to short-wave. As simple to operate as an ordinary receiver. Converter has own power pack and rectifier tube, and more signal strength than ever before possible. Six wave-length tuning stages. No regenerative distortion. With the SUPER-WASP you can turn your back forever on profitless volume and stimulate a new buying interest in radio. *Demonstrate it!*

Table Model Lists at

\$99.50

Complete with tubes

Pilot Radio & Tube Corp.
 Lawrence, Mass.

Send me complete information about the new 11-tube superheterodyne **WASP** all-wave receiver.

Name _____

Address _____

10 TUBE
 SUPER-MET.
 \$195 COMPLETE



MODERNISTIC
 7 TUBE SUPER
 \$79.50 COMPLETE



CONSOLE
 7 TUBE SUPER
 \$69.50 COMPLETE



3 TUBE
 T. R. F. MIDGET
 \$49.50 COMPLETE



PILOT VALUE IS MORE  **THAN PRICE DEEP** 

Your Life Line!



No. 22 Superheterodyne



No. 19 Superheterodyne Receiver. Mahogany finish.



No. 20 Superheterodyne Receiver. Walnut finish.



No. 25 Superheterodyne Receiver. Walnut finish.



No. 26 Superheterodyne Receiver. Walnut finish.



No. 27 Superheterodyne Receiver. Solid walnut.



No. 14 Multi-Record Radio. Solid walnut.

THE radio line which yields the most profit per unit sale is the "life line" for your business.

Stromberg-Carlson Receivers have a unit sale high enough to pay your direct sales cost, credit work, delivery charge, and general overhead with a **PROFIT MARGIN** in addition.

Stromberg-Carlson Receivers also have high public acceptance, (nearly everyone will admit their preference for a Stromberg-Carlson) and now, for the first time, the price range begins within reach of practically everyone's purse.

These are the reasons why many a dealer today is finding the Stromberg-Carlson line his economic salvation.

Distinctive Stromberg-Carlson Consoles from \$175 to \$375. The Multi-Record Radio, (automatic radio-phonograph combination, electrical), \$660. (Time prices, complete with tubes, East of Rockies.)

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

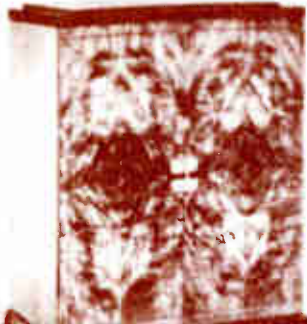
CONCEALED RADIO. This fall, Stromberg-Carlson dealers will have Concealed Radio, as well as regular Furniture Radio, both Remotely Controlled to offer the public. Architects and builders have been waiting for this development. Models 12, 14, 22, 27, are units of this system.

Stromberg-Carlson

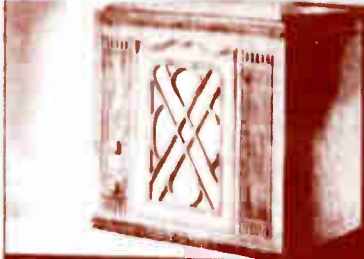
1894

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

1931



ROYALE Model 85—8 tubes (2 Duo-Valve). Matched butt walnut doors; figured walnut panel; marquetry inlays; beaded top and base. Tone control. A.V. C. Class B output. Police calls. \$124.50 (liberal trade-in)



RADIOGRAPH Model 899—8 tubes (2 Duo-Valve). Combination radio-phonograph. American walnut top and front panel. A.V. C. Police and short-wave to 4400 K. C.

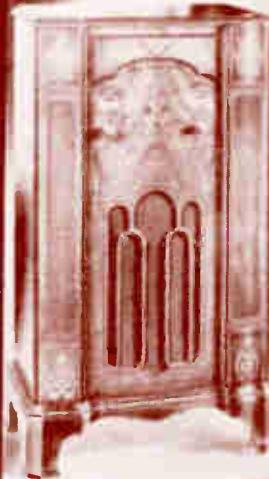
See The Saturday Evening Post, September 23 (out September 19), for the first of a series of Majestic "Smart Set" advertisements in leading national magazines!

Majestic

"DUO-VALVE" PERFORMANCE



SAVOY Model 69—6 tubes (2 Duo-Valve). All-over walnut cabinet; top panel Carpathian burled elm; stump walnut center panel; cross-banded walnut side panels. Tone control. A.V. C. Police calls. \$87.50 (liberal trade-in allowance)



PLAZA Model 68—6 tubes (Duo-Valve). All-over walnut finish; matched butt walnut panel; lace-wood overlay. Tone control. A.V. C. Police calls. \$72.50 (liberal trade-in allowance)

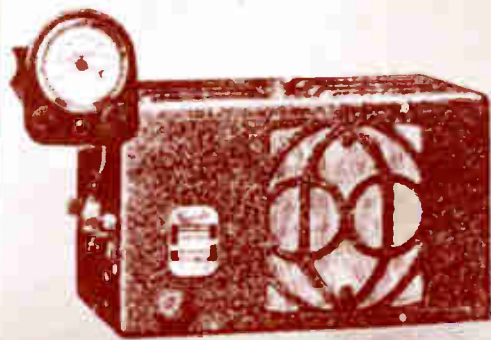


Prices slightly higher in the West and Southwest

EVERY model a superheterodyne—with performance astonishingly stepped up by Majestic Duo-Valve Self-Shielded tubes! The equivalent of at least two extra tubes in every set! What a powerful exclusive feature to help Majestic dealers sell rings around ordinary sets! . . .

The line is complete, the price range is right. . . Majestic offers you the biggest opportunity in the radio field today.
GRIGSEY-GRUNOW CO., 5801 Dickens Avenue, Chicago

TWIN SIX Auto Radio Model 66—6 tubes (2 Duo-Valve). Tone control; A.V. C.; booster switch. Dynamic speaker, eliminator, and chokes in one case. Airplane dial accurately calibrated in kilocycles. Non-glass illumination. Pilot light indicates when current is passing through receiver, and acts as warning signal that set is still in operation when station has signed off.
\$52.50 Extension speaker, \$9.95



HYOE PARK Model 86—6 tubes (2 Duo-Valve). All-over walnut cabinet; top panel Carpathian burled elm; stump walnut center panel; cross-banded walnut side panels. Tone control. A.V. C. Class B output. Police calls. \$99.50 (liberal trade-in)



BARCLAY Model 67—6 tubes (2 Duo-Valve). Broom walnut finish; figured walnut center panel. Tone control. A.V. C. Police calls. \$77.50 (liberal trade-in allowance)

double-purpose sets

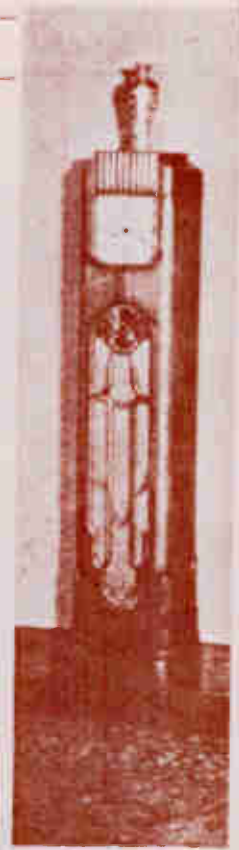
The NEW Models



COLONIAL 41C
E.B.C. - 124, 249, 30



**GENERAL MOTORS
STANDISH, \$95**
E.B.C. - 24, 237
E.B.C. - 249, 30



CROSBY ORACLE,
\$99.50
E.B.C. - 24, 237
E.B.C. - 249, 30



FROST-MINTON,
\$32.50
E.B.C. - 24, 237
E.B.C. - 249, 30



**SENTINEL
PORTOLA, \$49.50**
E.B.C. - 24, 237
E.B.C. - 249, 30

NOTE: Sets are priced complete with tubes unless otherwise noted.



SILVER-MARSHALL
Superhet., var-mu and pent. tubes



SILVER-MARSHALL
Superhet., var-mu and pent. tubes



CLARION 91, \$99.50
Superhet., 8 tubes with var-mu and pent.



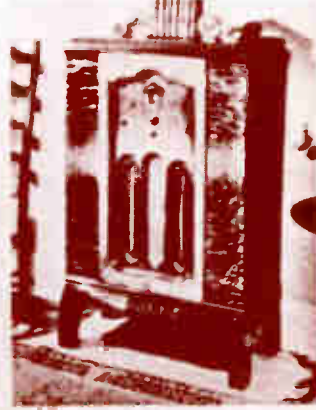
CLARION 81, \$84.50
Superhet., 7 tubes with var-mu and pent.



PHILCO HIGHBOY
Superhet., 4-24, 2-27, 2-45, 80



ZENITH MODEL NO. ZENITH RADIO CO. CHICAGO, ILL.



PHILCO LOWBOY
Superhet., 4-24, 4-27, 2-45, 80



SENTINEL 108A,
\$79.50
Superhet., 2-24, 2-var-mu, 27, pent., 80



SENTINEL 109,
\$99.50
Superhet., 2-24, 2-var-mu, 27, 2-pent., 80



PILOT DE LUXE
\$139 less tubes
Superhet., 10 tubes



PILOT UNIVERSAL
\$149 less tubes
T.R.F., 15-650 meters



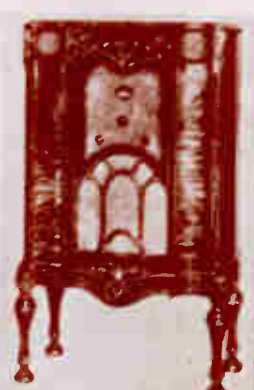
**STARR
PIANO COMPANY**



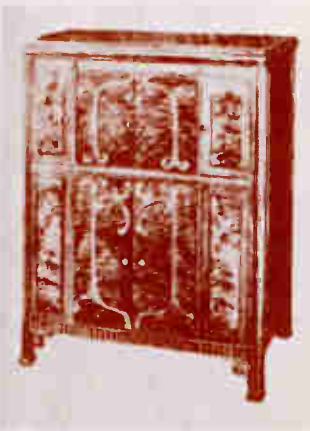
LYRIC S-8, \$99.50
*Superhet., 24, 2-tube-acc.,
2-27, 2-phant., 80*



FADA 49
Hi-fi set, complete



FADA 45, \$112.50
*Superhet., 24, 2-tube-acc.,
2-27, 2-phant., 80*



CAPEHART 400
With radio



Zenith Model 11



CAPEHART 401
Without radio



**U. S. APEX 10B,
\$99.50**
*Superhet., 3-tube-acc.,
4-27, 2-phant., 80*



**GLORITONE 26B,
\$59.50**
T.r.f., 3-24, pent., 80



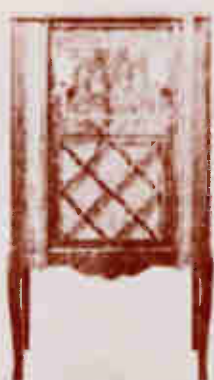
G-E COMB. H-71
Superhet., 9 tubes



G-E JUNIOR S-22
Superhet., 8 tubes



BOSCH 20L. \$139.50
Superhet. 2-11, 11-21, 27, 28, 30



BOSCH 5C. \$69.50
T. set. 2-11, 27, 30



GULBRANSEN 135.
\$68 less tubes
Superhet. 2-11, 27, 30



RCA-VICTOR
\$89.50
Superhet. 2-11, 27, 30



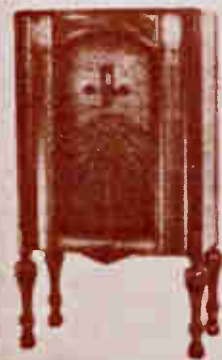
GULBRANSEN 235.
\$97.50 less tubes
Superhet. 2-11, 27, 30



Model 10



RCA-VICTOR
AUTOMATIC COMB. \$195
Superhet. 4-24, 2-27, 2-35



G. M. VALERE.
\$99.50
Superhet. 2-11, 3-27, 2-28, 30, 31



G-M LOUIS XV.
\$185
Superhet. 2-11, 27, 30



JESSE FRENCH
TUDOR. \$89.50
Superhet. 2-11, 27, 30



JESSE FRENCH
COMB. \$129.50
Superhet. 2-11, 27, 30



AUDIOLA 814,
\$76.50 less tubes
Superhet., 8 tubes with
var-mu and pent.



AUDIOLA 612, \$60
less tubes
T.R.F., 6 tubes with
var-mu and pent.



STROMBERG-CARLSON 19, \$195
Superhet., 4-var-mu, 2-27,
2-45, 80



STROMBERG-CARLSON 20, \$225
Superhet., 4-var-mu, 2-27,
2-45, 80



CROSLY SONGSTER, \$79.50
Superhet., 3-24, 2-var-mu,
pent., 80



CROSLY MINSTREL, \$129.50
Superhet., 2-24, 3-27,
2-var-mu, 2-pent., 80



HOWARD 40,
\$119.50
Superhet., 2-27, 3-var-mu,
2-pent., 80



STEWART-WARNER 3, \$93.75
Superhet., with short-wave
converter



BRUNSWICK 16,
\$119.50
Superhet., 2-24, 2-var-mu,
pent., 80



BRUNSWICK 33,
\$169.50
Superhet., 3-24, 2-var-mu,
pent., 80

In ENGLAND it's "Wireless Receiver"

In DENMARK it's "Radio Modtager"

"Marconi"
a.c. model 560.
Two cathode type
screen-grid r.f.
tubes, power de-
tector, filament
type pentode audio
amplifier. 3R
Guineas, complete
(\$194)

"Lissenola" transportable
four. Battery operated,
two screen-grid r.f. stages,
detector and one audio
33 Guineas, complete
(\$168)

Single wave-
length control
r.f. table model

Tuned radio fre-
quency semi-
lady console

They're Not Called Radio Sets

"Siemens" screen-
grid phonograph
combination. 15
wall amplifier

"Siemens" four
tube, screen-grid
table model

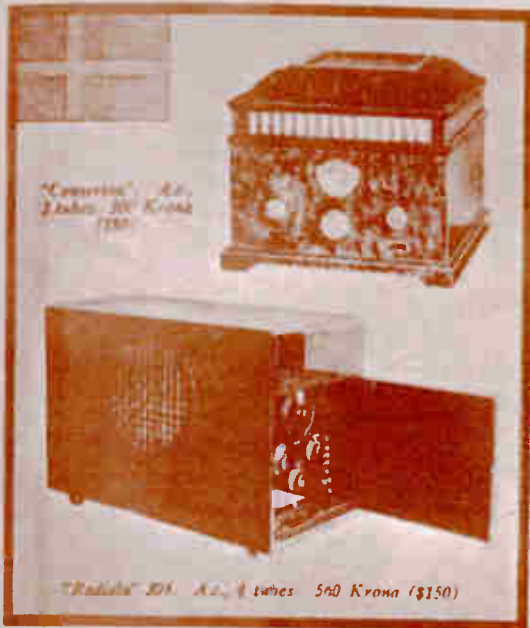
"Telefunken" 32.
3 tube, a.c., loop
operated model. 30
Schilling (\$42)

"Arcofar" radio and phonograph combination

In GERMANY it's "Rundfunk Empfänger"

In AUSTRIA it's "Rundfunk Empfänger"

In SWEDEN it's "Radio Mottagare"

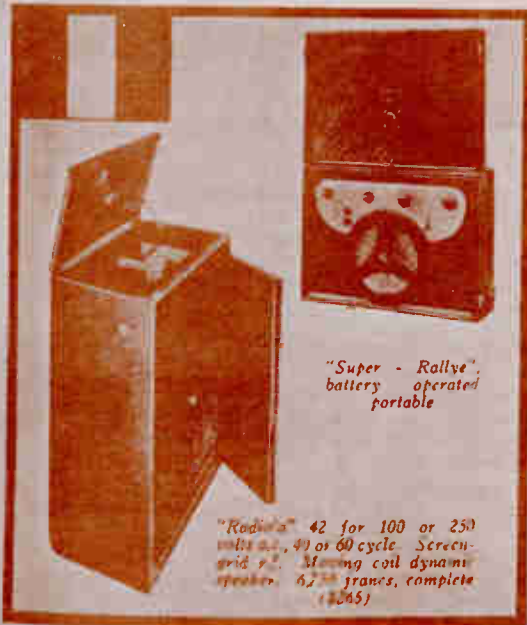


In HOLLAND it's "Radio Ontvanger Toestel"



Additional pictures of new, foreign sets will appear in an early issue

in EUROPE



In FRANCE it's "T. S. F. Récepteur"



In ITALY it's "Radio Ricevente"

1932

MAJOR EVENTS IN HISTORY

1932

R.F.C. – Reconstruction Finance Corp. makes federal loans available to banks, insurance, mortgage, loan and credit companies.

Japan seizes Manchuria from China.

Amelia Earhart – first woman to solo flight across the Atlantic.

19 month old son of Colonel Charles Lindbergh disappears.

Bruno Richard Hauptmann is accused and convicted of the kidnapping and murder of the baby.

The Tomb Of The Unknown Soldier is dedicated in Arlington National Cemetery.

Radio City Music Hall opens in New York City.

TOP BOOKS

Life Begins At 40
Walter Pitkin

Mark Twain's America
John Dos Passos

Beyond Desire
Sherwood Anderson

State Fair
Philip Strong

The Thin Man
Dashiell Hammett

Tobacco Road
Erskine Caldwell

Young Lonigan
James Farrell

SPORTS

Jack Sharkey brings heavy-weight title back to America, defeating Max Schmeling.

Olympics held in U.S.A., Los Angeles.

TOP MOVIES

Arrowsmith

The Champ

Dr. Jekyll and Mr. Hyde

42nd Street

Grand Hotel

Scarface

TOP MUSICALS

Show Boat (revised)

Gay Divorcee

Music In The Air

Hot-Cha

TOP PLAYS

The Animal Kingdom

Dinner At 8

When Ladies Meet

Goodbye Again

TOP SONGS

April In Paris

42nd Street

How Deep Is The Ocean?

Mimi

Night And Day

Brother, Can You Spare A Dime?

ON THE RADIO

Walter Winchell, New York columnist, starts his radio news program.





JACKSON-BELL 25,
\$29.95
5 tubes



PILOT "BROAD-
CAST," \$44.50
6 tubes



PILOT "DRAGON,"
\$59.50
*Shrimmer and
breakfast handy*



JACKSON-BELL 38,
\$39.95
545 to 26,570 kc., 8 tubes



JACKSON-BELL
MODEL 62



G-E J-100
20 tubes



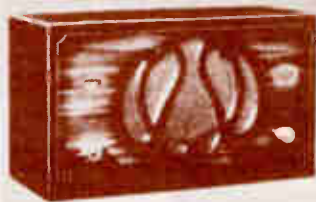
JACKSON-BELL
26SW, \$49.95
245 to 3,715, 2,400 to
8,530 kc., 8 tubes



HAMMARLUND
"PRO," \$160.40
1,500 to 20,000 kc.,
8 tubes



KOLSTER K-110,
\$59.75
8 tubes



GLORITONE 25A,
\$29.95
5 tubes



PIERCE-AIRO 1
220 to 4,200 kc.



STEWART
WARNER "TABLE"
4 tubes



A-K 228
6 tubes



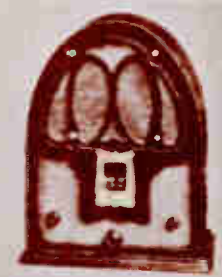
A-K 367
7 tubes



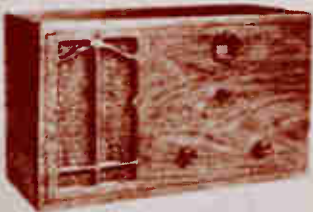
PHILCO "BABY
GRAND." \$36.50,
\$46.50, \$68.50



CROSLY TRAVO
DELUXE



SIMPLEX "N," \$33.50



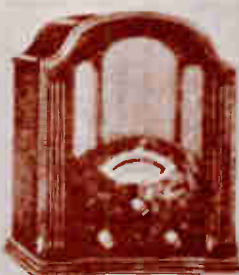
PHILCO 52-C, \$39.50
5 tubes



SIMPLEX "P," \$36.50
5 tubes



AUDIOLA 517,
\$29.95
Shortwave and broadcast
bands, 3 tubes



AUDIOLA 811,
\$49.95
3 tubes



SIMPLEX "Q," \$41.50
581 to 20,000 kc.

ATWATER KENT

RADIO

WITH THE
PENTODE TUBE
 (SUPER-HETERODYNE)

Model 84

\$69⁵⁰

**COMPLETE
 WITH TUBES**

*Prices slightly higher
 west of the Rockies
 and in Canada*

1932 Model

MODEL 84, Golden Voiced Compact, with the Pentode Tube. Cabinet design, Cathedral Gothic. Front, matched butt walnut; sides, selected striped walnut. Dimensions: 19 x 15 $\frac{1}{2}$ x 9 $\frac{3}{4}$. Quick-Vision Dial. New Electro-dynamic speaker. Antenna adjuster, securing full efficiency on antenna of any length. Armored chassis fully shielded to prevent radiation. Perfected super-heterodyne circuit, getting maximum selectivity, with rich, full tone.

VOICED COMPACT

1932

and now —

\$ 63³⁰
Complete
with

Clarion Certified
Matched Tubes

Here are a few reasons
why Clarion Jr. will
roll up additional
profits for Clarion
dealers:

- Triple
Screen-grid
- Screen-grid
Power Detector
- Completely
Shielded
- Push-pull 245's
- Tone Control
- Local-distance
Switch
- Full
Electro-dynamic
Speaker
- Illuminated Dial
- Phonograph
Jack



Battleship construction
throughout. Ample sensitivity to
bring in distant stations. Selectiv-
ity rivaling the most expensive
radios. Beautiful walnut cabinet
with decorative burl overlay.

THE MIGHTIEST MIDGET ON THE MARKET

THE NEW *Emerson* UNIVERSAL COMPACT RADIO IS GETTING A "BIG HAND" *from Important Radio Merchandisers!*

Operates from Any
Lamp Socket - -

Uses **EITHER**
AC. or D.C. Current

110 Volts — 25 to 60 Cycles

SIZE: 10" wide, 6" high, 4" deep

Weights only 6 pounds.

\$25 Retail Price—
COMPLETE
with Cunn-
ham Tubes and Built-in Aerial



Can be used ANYWHERE — Appeals to EVERYBODY

Keen radio buyers immediately recognize the sales appeal of this sensational new type of radio. It opens up vast new sales possibilities because it can be used in so many ways by so many different types of people.

The exquisite case is designed to harmonize with any surroundings. Built of the highest quality burr walnut veneers, with the finest marquetry inlay—perfectly finished in every detail.

The chassis—designed with the precision of a fine Swiss time-piece—utilizes entirely new principles, making for excellent tone and performance in this amazingly compact set. Uses the latest 6-volt tubes—1-336, 1-337, 1-338, 1-339.



REMEMBER—on this Set . . . as well as on all Emerson merchandise . . . you as a dealer are assured of a **SUBSTANTIAL PROFIT MARGIN**. This is no "com-son". It is a real value, carrying full discount.

DEALERS and JOBBERS—rush your order—deliveries begin at once. **TAKE ADVANTAGE OF THE TREMENDOUS HOLIDAY BUSINESS THAT IS POSSIBLE WITH THE EMERSON UNIVERSAL COMPACT.**

EMERSON presents the most complete **LOW PRICED, HIGH QUALITY, FULL PROFIT** Line of Midget Radio Sets and Chassis—consisting of Four, Five, Seven and Ten Tube Models—A.C. and D.C.—TRF and Superheterodyne Circuits . . . and Models embodying such outstanding features as—Class B—Amplification—Shadowgraph—Tuning—Automatic

Volume Control—Noise Suppressor—Tone Speakers—embracing a variety of styles and designs in Cabinets—Compact, Console, Radio-Chest type.

Other EMERSON MODELS ranging in list price from
\$16.75 to \$39.50

All Models complete with Cunningham Tubes—
R.C.A. Licensed.

For the Export Trade—Special Models designed to operate on 110 volt lengths from 75 to 550 Meters and 200 to 2,000 Meters.

Write for our Catalog and full particulars

EMERSON RADIO & PHONOGRAPH CORPORATION
641 SIXTH AVENUE (Telephone: WAtkins 9-2264) NEW YORK, N. Y.

THE NEW DEAL IN PROFITS

Here are 4 more models which, with Models K-40, K-50, K-60 and K-65, previously announced, give you the finest, most profitable line in Radio



MODEL K-51, table cabinet. Five-tube superheterodyne, 110 volts, 60 cycles, A.C. Two-point tone control. Electrodynamic speaker. New type tubes. Good selectivity and sensitivity. Additional switch for police calls. Shipped in standard package of four. List price **\$31.50**



MODEL L-50, table set. Five-tube superheterodyne, 110-125 volts, 25-133 cycles, A.C., or D.C. New tubes. Dynamic speaker. 25-foot attached antenna. Additional switch for police calls. Good selectivity and sensitivity. Shipped in standard package of four. List price... **\$25.00**



AN IDEAL PRICE LEADER—MODEL BX, table set. Four-tube tuned radio frequency circuit, 110 volts A.C., or D.C. Excellent tone for personal use. Control knob is combination on and off switch and volume control. Shielded steel chassis, handsome metal cabinet, lacquer finish. Covers police calls in many cities. Shipped in standard package of four. List price... **\$12.95**

GENERAL ELECTRIC has taken off the gloves in licking the dealers' profit problem, and is giving you a real bottom-price radio line that means **BUSINESS WITH PROFIT**—because it embodies G-E quality at today's prices.

All these new, sensationally low-priced G-E models are brilliant, fit companions of the sets that win those famous tone tests.

So, with G-E you now can match the competitive field on price—lick the tar out of it on performance, and close the deal with a profit.

Your G-E Distributor has full details and prices of the new, low-priced G-E radio line. He can tell you all about your new, bigger-profit opportunity.



G-E MUSIC BOX—MODEL K-54, table radio-phonograph. Five-tube superheterodyne, 110 volts, 25, 50 or 60 cycles, A.C. Electric phonograph with two-speed turn table. Plays 10 or 12 in. records. Good selectivity and sensitivity. Additional switch for police calls. Shipped one to standard package. List price... **\$49.95**

GENERAL  ELECTRIC RADIO

GUIDE-POSTS ON THE ROAD BACK...

FIVE MODELS FROM

Columbia's NEW LINE

Columbia calls for a return to sanity in the radio business. Accordingly, it has outlined a rational plan for production and sales. But you want to know *what* Columbia is producing, *what* it is selling. . . . For you realize that the success of any program is based on good products.

Here you see five representative models from Columbia's new line. Here you have your good products . . . competitively priced—competitively engineered. Fine instruments, every one of them.

These radios, supported by Columbia's new policies, will lead the way back to sane and sound radio business. Look them over. Read the specifications. And, if you are a progressive distributor or dealer, we suggest that you write to Columbia for complete, detailed information.



THE COLUMBIA PHONOGRAPH COMPANY, INC.
55 Fifth Avenue New York City



MODEL C-85—Cabinet: Jacobean console of matched walnut. . . . Radio: Phonograph 8-tube superheterodyne using the new 2 1/2-volt tubes. Duo-Diode detector, Automatic Volume Control, Tone Control, image rejector circuit, pentode output, large dynamic speaker. The phonograph reproduces recorded sound at the rate of a 44,000 and 33 1/3 r.p.m. turn table. List, \$119, complete with tubes.



MODEL C-84—Cabinet: Sheraton highboy cabinet of matched walnut, with Laceywood overlays. . . . Radio: 8-tube superheterodyne provided with pentodes of the new 2 1/2-volt type. Automatic Volume Control, smoothly variable Tone Control, disarranger-free Duo-Diode detector, new type-82 rectifier and Show-Line tuning dial. Twin speakers assure unusually perfect reproduction. List, \$89, complete with tubes.



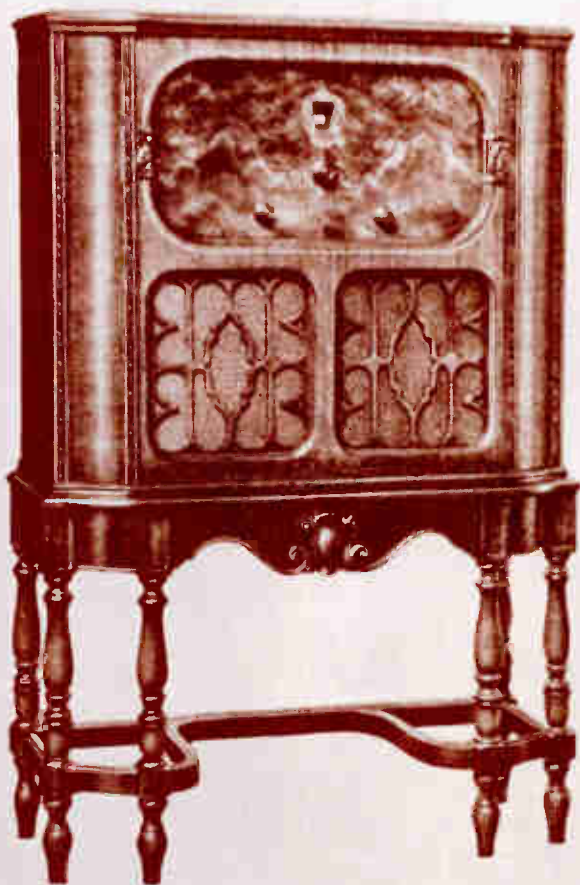
MODEL C-83—Cabinet: Heppelwhite hoboy console in panted American walnut. . . . Radio: 8-tube superheterodyne with the new 2 1/2-volt tubes, 100% pentode amplification. Automatic Volume Control, Duo-Diode detector, pentode output, full-range Tone Control, full-dynamic speaker. List, \$86.50, complete with tubes.



MODEL C-82—Cabinet: Heppelwhite hoboy console in panted American walnut. . . . Radio: 8-tube superheterodyne using new type-88 and 87 pentodes. Duo-Diode detector tube, Automatic Volume Control, full-range Tone Control, image rejector, mercury-vane rectifier, and large dynamic speaker. List, \$85, complete with tubes.



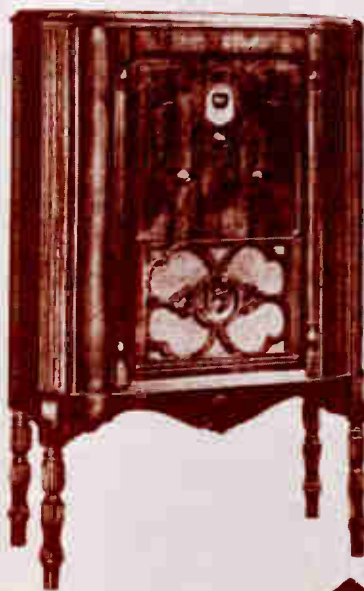
MODEL C-81—Cabinet: Modernistic Compact, finished in two-toned walnut. . . . Radio: 8-tube superheterodyne. New 2 1/2-volt tubes, Automatic Volume Control, 100% pentode amplification, Duo-Diode detector, Tone Control, image rejector, full-dynamic speaker. List, \$84.50, complete with tubes.



COLUMBIA RADIO—MODEL C-95

Shiraz cabinet of selected, matched wood, beautifully finished. The chassis is a full superheterodyne, with a device to cut out station noise, high light—low light tuning, new 2-volt tubes, duo diode detector, pentode output stage, automatic volume control, continuous tone control, and full-size, balanced twin-speakers. The dealer's price makes possible a liberal trade-in allowance. List price, complete with tubes

\$139⁵⁰



COLUMBIA RADIO—MODEL C-103

Full-size console-type cabinet in rich walnut, 36 inches high, 23 inches wide, 11 inches deep. Full superheterodyne chassis with the latest technical developments . . . 2½-volt tubes, pentode output stage, automatic volume control, continuous tone control, shadow-line tuning, full-dynamic speaker. List price, complete with tubes

\$49

Columbia COMES THROUGH

STARTING from scratch just a few months ago, Columbia has achieved an unusual success in the radio field. It has put across its line, obtained distribution, and won favorable recognition for both its products and policies. Dealers and distributors from coast to coast have placed their unreserved approval on the new Columbia set-up.

Illustrated here you see two of the *tangible* reasons for Columbia's success—the top-price and bottom-price models in the Columbia line. The twin-speaker highboy incorporates *every* proved feature of modern radio engineering, yet is listed at only \$139.50. The console model has a full-size, up-to-date chassis, yet lists at only \$49, the price of a good

midget. Between these two models is a range of radios for every requirement—each built to musical standards determined by nearly a half-century of experience.

Behind the Columbia line are the *intangible* reasons for Columbia's success. Sane and sound policies of production and distribution, merchandising and advertising—formulated and carried out by Columbia itself. A program that calls, first of all, for a fair deal to dealers and distributors, in order that all may earn consistent, steady profits.

Will you call on your Columbia distributor, or write direct to us for full details about Columbia? Columbia Phonograph Company, Inc., 55 Fifth Avenue, New York, N. Y.



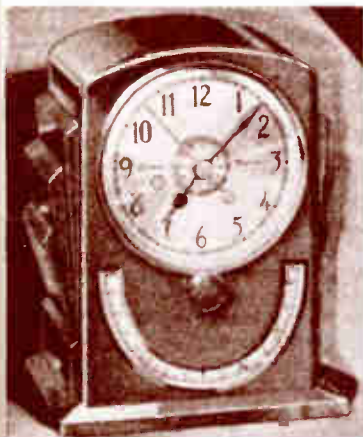
CLOCKING

the Programs



LEFT

Time begins in its action, the 4-wire radio will radio on and off at 20 minute intervals throughout a 12 hour period. For an hour's continuous program, these days are dependent. They combination device can be turned, and an evening's entertainment. Continuous or intermittent, on any one station can be provided for in advance. Clocks stands 7 1/2 in. high and has silver finish dial. The Radio Radio Clock Co., 2300 Hyde Park Boulevard, Los Angeles, Calif., makes this clock which retails for \$14.95.



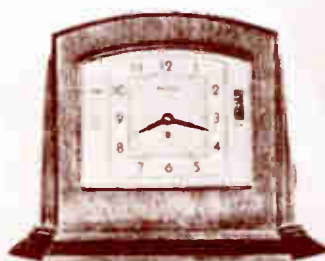
MIDDLE

Philips' clock will from the radio or without wires as on off at any predetermined time, day or night. Two small openings on the face indicate A.M. or P.M. The radio-cum time was designed by George Hut Giddes. This clock, the product of the Philadelphia Wireless Battery Co., Philadelphia, Pa., retails at \$10.95.



ABOVE

A telescopic movement is featured in RCA-Victor's model. This clock will switch the radio on or off at a predetermined time. The cabinet is designed along Taylor lines and stands 8 in. high. RCA-Victor Co., Inc., Camden, N. J.

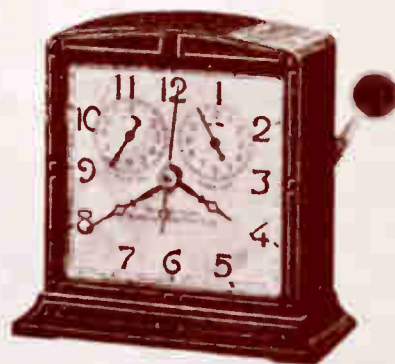


RIGHT

A small set has timer is simple when the radio time switch of the New Haven Clock Company, New Haven, Conn., is set for automatic operation. This clock operates small household appliances as well as the radio and when used in conjunction with relay of different capacities will control stove lighting, etc. It has self starting, self-synchronous Westinghouse motor. The price is \$12.50.

TOP

The "Nugget" model of the Chicago Flexible Steel Company, Chicago, has two distinct functions. It will rattle brightly at any specified time, reminding you, for instance, that Kate Smith is about to bring the moon over the horizon. This is done by vibrating the hand on the semi-circular dial below the face of the clock. It can be set for any period from 1 minute to 3 hours. It also has a permanent alarm feature which tells you in no uncertain terms that it's time to get up. This alarm does not need resetting. \$12.50.





**HAMMARLUND
"COMET," \$175**
54.5 to 20,000 kc., 8 tubes



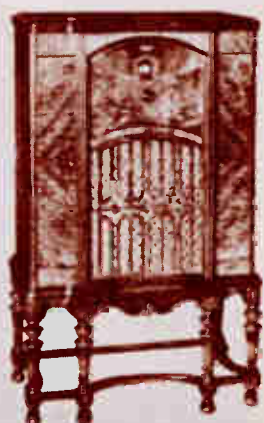
KENNEDY 366A
54.5 to 20,000 kc., 12 tubes



KENNEDY 266
54.5 to 20,000 kc., 12 tubes



KENNEDY 164
54.5 to 20,000 kc., 8 tubes



**HOWARD "WHITE
HOUSE," \$99.50**
10 tubes

New Products



**HOWARD
"DE LUXE"**
15 tubes



AUDIOLA 22, \$26.50
*Shortwave converter
table, 2 tubes*



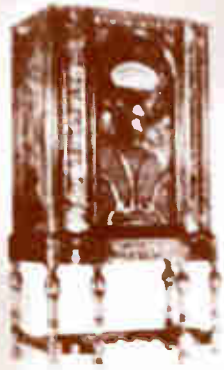
APEX 120B
12 tubes



GLORITONE 9B
9 tubes



APEX 12B
12 tubes



STEWART-WARNER 50
*Livingroom and breakfast
 table, 21 tubes*



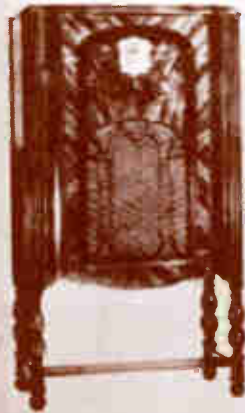
STEWART-WARNER 51
*Livingroom and breakfast
 table, 21 tubes*



PIERCE-AIRO 400
120 to 4,200 kc., 7 tubes



PIERCE-AIRO 205
120 to 4,200 kc., 7 tubes



KOLSTER K-120,
 \$74.75
3 tubes



**MAJESTIC
 MODEL 52**



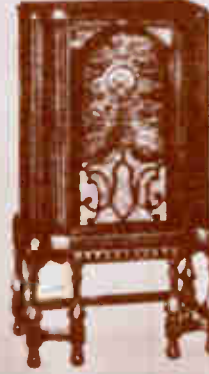
PILOT "DRAGON,"
 \$79.50
*Livingroom and
 breakfast table*



KOLSTER K-140,
 \$144.75
10 tubes



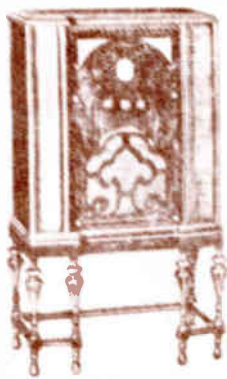
KOLSTER K-150,
 \$99.75
9 tubes



AUDIOLA 1168,
 \$99.50
21 tubes



**AUDIOLA
 67-10AW, \$89.50**
*Livingroom and breakfast
 table, 10 tubes*



REVERE 65-S, \$86.50
6 tubes



A-K 469 & 260
9 and 10 tubes



A-K 188
8 tubes



S-M "Q," \$139.50
shortwave and broadcast
bands, 13 tubes



RCA R-78, \$139.50
12 tubes



GULBRANSEN
CHICAGO, ILL.



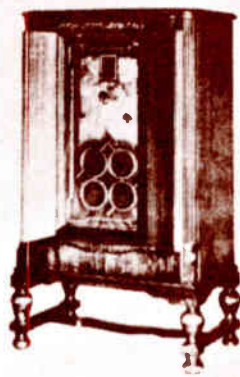
STROMBERG-CARLSON 24 -
Automatic combination



JACKSON-BELL 38,
\$79.95
545 to 16,170 kc., 8 tubes



STROMBERG-CARLSON 38



STROMBERG-CARLSON 39



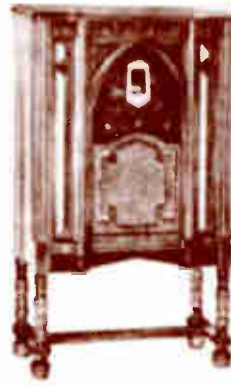
STROMBERG-CARLSON 41
Automatic combination



PHILCO 71L, \$89.50



PHILCO 71L, \$89.50



G-E J-86
8 tubes



G-E J-88
Hi-Fi combination, 8 tubes



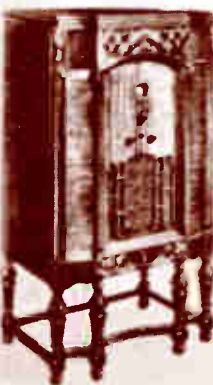
PHILCO 15DX, \$250
11 tubes



SILVER MARSHALL



G-E
"CONVENTION,"
\$139.50
12 tubes



PHILCO 221, \$129.50



PHILCO, 91L, \$89.50



CAPEHART 10, \$234.50
Automatic combination,
10 tubes, shortwave
and broadcast



CAPEHART 11, \$234.50
Automatic combination,
13 tubes, shortwave
and broadcast

1933

MAJOR EVENTS IN HISTORY

1933

F.D. Roosevelt innaugurated 32nd President. Adolph Hitler becomes Chancellor of Germany.

Prohibition ends – 18th amendment repealed. The United States goes off the gold standard.

The United States recognizes the U.S.S.R. LaGuardia elected mayor of New York City.

The new administration in Washington launches a series of programs designed to alleviate the effects of the Depression. "New Deal" will enter the American vocabulary.

TOP SONGS

Easter Parade

Inka Dinka Doo

Lazy Bones

Smoke Gets In Your Eyes

Sophisticated Lady

Stormy Weather

*Who's Afraid Of The
Big Bad Wolf?*

TOP PLAYS

Tobacco Road

Men In White

Ah, Wilderness

TOP MUSICALS

As Thousands Cheer

Let 'em Eat Cake

TOP BOOKS

Advase

H. Allen-Anthony

God's Little Acre

Erskine Caldwell

Winner Takes Nothing

Ernest Hemingway

TOP MOVIES

A Farewell To Arms

Flying Down To Rio

Gold Diggers of 1933

King Kong

State Fair

Disney's 3 Little Pigs

ON THE RADIO

Lone Ranger

Romance Of Helen Trent

The Women In White



More New Lines Announced



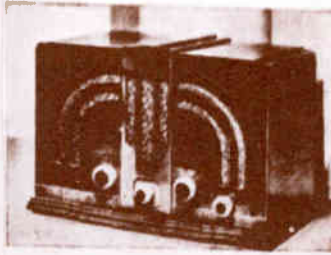
Stewart-Warner 5-tube, dual-wave,
\$29.50

\$42.95



Zenith Model 288

SPARTAN N-61
\$24.95



UP Model K-63M

\$35.95



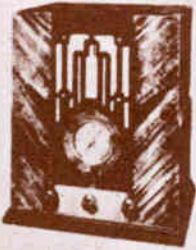
Sentinel Model 623

\$39.50



ICA Universal Mascot

\$25.00

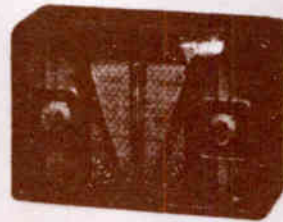


Crosley 6H2 table model a.c. job



RCA-Victor Model R-27

\$19.95



Freshman-Belmont Personal
Radio

\$25.00



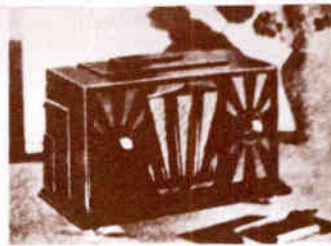
CROSLLEY LEADER D
\$17.50

4 tubes, dual range



Majestic Model 373

\$27.50



Tom Thumb, Jr.
AUTOMATIC

\$30.00



ZENITH 705, \$24.95
6 tubes



CLARION 450
6 tube a.c.-d.c.



RCA-VICTOR R-22-S
\$24.75
5 tubes, ac-dc, police calls



CLARION 422
5 tubes ac-dc



ZENITH 706, \$27.95
6 tubes



GULBRANSEN
5 tube a.c.-d.c.



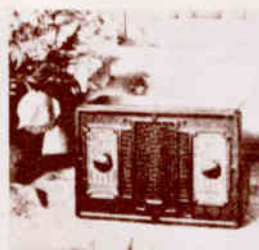
RCA-VICTOR R-22-W
\$24.75
5 tubes, ac-dc, police calls

U. S. RADIO 3092, \$19.95
5 tubes, ac-dc, police calls



ZENITH 711, \$34.95
6 tubes

CROSLEY "TRAVO",
\$12.99
4 tubes, ac-dc



FRESHMAN-BELMONT
Model 515 5 tube ac-dc

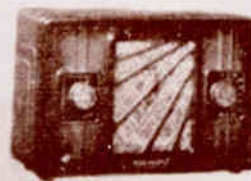
PIERCE-AIRO
"DEWALD" 551, \$27.50
5 tubes, ac-dc



AMERICAN BOSCH
500, \$24.95
5 tubes, ac-dc



GE L-50, \$24.75
5 tube a.c.-d.c.



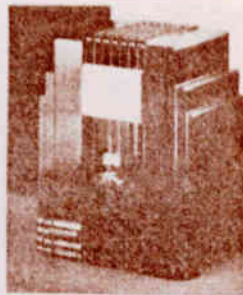
FRESHMAN-BELMONT 425
4 tube ac-dc

BALKEIT 44, \$17.50
4 tube, portable





LYRIC U 55, \$25
5 tubes, a.c.-d.c.



AIR KING, \$34.50
5 tubes



PHILCO 16B
\$75. 13-575 meters



INTERNATIONAL "KADETTE", \$25
5 tube a.c.d.c.



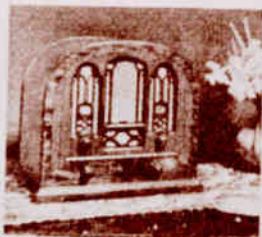
ATWATER KENT 165, \$29.90
5 tubes, police calls



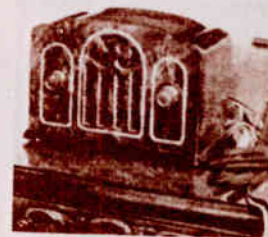
U. S. RADIO "GLORI-TONE" 24, \$17.95
4 tubes



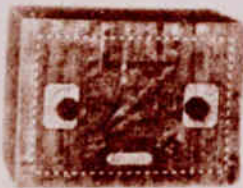
COMMONWEALTH 170
7 tubes



ATWATER KENT 708, \$59.90
All-wave, 8 tubes



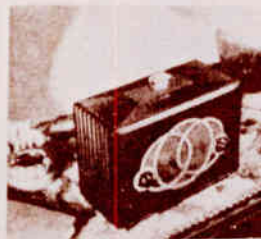
PIERCE-AIRO "DEWALD" 550, \$25
5 tubes a.c.d.c.



AUDIOLA 5W, \$25
5 tube a.c.-d.c.



PHILCO 54C, \$25
Police Calls—a.c.-d.c.



COLONIAL 300, \$30
5 tube a.c.-d.c.



CLUB RADIO
5 tube a.c.-d.c.



"Auto-Lectric" Portable Auto Radio

An auto receiver, especially well suited, with 7 tubes and 100 watt output. Available in 110 volt and 115 volt. In stock at the Delco Division, General Motors Corp., Flint, Mich.

It is distinguished by construction of special type and is especially suitable for use in motor cars. A special auto plug-in arrangement is available for 110 volt operation.

The set also has a tone arm and speaker and is available in 110 volt and 115 volt.

The set is available in 110 volt and 115 volt. It is also available in 110 volt and 115 volt.

Delco 32 D.C. and 110 Volt A. C. Superhets

The 32 volt D.C. set of the Delco Appliance Corp., Rochester, N. Y., has 7 tubes (2-25, 2-25, 2-25, 2-25, 2-25, 2-25, 2-25), auto control, electric dynamic speaker. These sets become completely electric by use of the Delco electric motor which is standard equipment. It comes in the "Country Home" six lug model with two speakers and the "Auto" and "Auto", a smaller model with one large speaker.

For 110 volt a.c., a five tube set is supplied. Tube complement, 2-25, 2-25, 2-25, 2-25, 2-25. This set has electric dynamic speaker, tone arm and comes in the same cabinets as the 22-volt sets.

It is known as the "World's Fair" in the six lug model with two speakers, and as the "Arlinger" in the smaller console. *Radio Retailing, February, 1933.*



Balkent Radio

The Balkent Radio is a portable auto radio with 7 tubes and 100 watt output. It is available in 110 volt and 115 volt. In stock at the Balkent Radio Co., New York City.



"Three Little Pigs" Radio

The famous "Three Little Pigs" have decided to have a radio of their own and it may be obtained from Hudson Ross, Inc., 111 N. Canal St., Chicago, Ill. Designed expressly for children's rooms with the three little pigs cavorting on the grille.

It is a L.F.I. set using a 6C6, 6D6, 3X and 12Z5. Housed in a wood cabinet in ivory or green with the pigs hand painted and tinted with a silver background. The price to dealers, depending upon the quantity, ranges from \$8.50 net to \$9.75. A large New York department store has priced this set at \$16.50.—*Radio Retailing, December, 1933.*



American Bosch Super Five

The American Bosch Super Five is a portable auto radio with 5 tubes and 100 watt output. It is available in 110 volt and 115 volt. In stock at the American Bosch Radio Co., New York City.



Halson Receiver

Model 141-A of the Halson Radio Mfg. Corp., 45 Leonard St., New York City is a four tube set using a 4-25Z, 2-25 and 2-25. It is available in a wood cabinet. Also available in a metal cabinet as Model 100D and in a different type wooden cabinet Model 31A.

Model 20-A is a five tube super using 4-25Z, 4-7 and 2-7S. This set picks up long and short wave as well as police calls. Also in a wood cabinet.

The prices are \$11.95, \$12.95, \$13.95 and \$18.95. Halson offers an auto radio set with 4 eliminators. It is a six tube superheterodyne listing at \$25.50.—*Radio Retailing, May, 1933.*



NEW

Mickey Mouse Radio

Several models of the Mickey Mouse set made by the American Radio & Phonograph Corp., 641 North Ave., New York City, are available for sale.

The set consists of 4-25Z, 4-7 and 2-7S tubes. It is available in 110 volt and 115 volt operation. The model costs 18, 21, 24 and 27.

There are three models, each with silver trimmings, each with hand painted Mickey Mouse and Walt Disney cartoon Mickey Mouse characters illustrated. Each priced at \$25.—*Radio Retailing, October, 1933.*

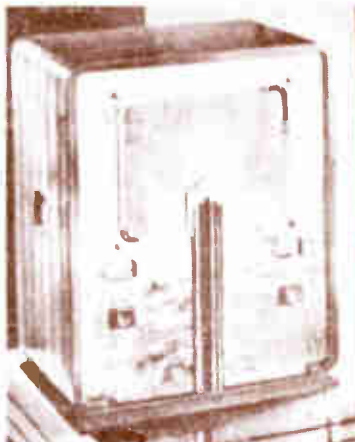
Empire Set

Model 20, five tube superheterodyne, a.c. set with auto and tone arm. Available in 110 volt and 115 volt. In stock at the Empire Radio Co., New York City.

The set is available in 110 volt and 115 volt. It is also available in 110 volt and 115 volt.



Mickey Mouse Radio



MASTER SIX Model 461—6 tubes (2 Duo-Valve). Matched butt-walnut front; chromium grille. Tone control. A. V. C. Polico calls. \$42.50



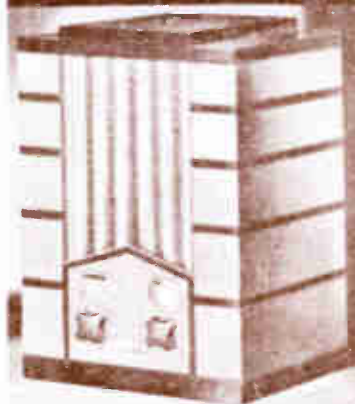
DUETTE Model 55—5 tubes (2 Duo-Valve). Lacquered; chrome top and bottom; aluminum grille. A. V. C. Polico and short-wave to 4400 K. C. \$35.50



DUO-MODERN Model 49—4 tubes (2 Duo-Valve). Two-tone finish, natural and ebony; aluminum grille. Polico and short-wave to 3500 K. C. \$24.95

Majestic

"SMART SET" APPEARANCE



STUDIO Model 59—5 tubes (2 Duo-Valve). Quarter-sliced birch; two-tone, natural and ebony; aluminum grille. A. V. C. Polico and short-wave to 4400 K. C. \$37.50



CENTURY SIX Model 463—6 tubes (2 Duo-Valve). Black walnut and lacewood paneling; chromium grille. Tone control. A. V. C. Polico calls. \$42.50

Prices slightly higher in the West and Southwest

HERE they are—America's smartest radios! Handsome cabinet woods, hand rubbed—a genuine piano finish. . . . Distinctive design, keyed to the modern spirit that A Century of Progress has educated millions to look for—and demand!

If you want to lead the sales parade, sell the Majestic "Smart Set." If you want to tag along, sell the out-of-style merchandise that some now offer as new. . . . Majestic advance bookings are the largest since 1929. That's the answer!

GOthic Model 196—6 tubes (2 Duo-Valve). Brown walnut finish. Tone control. A. V. C. Polico calls. \$32.95



DE LUXE Model 411—6 tubes (1 Duo-Valve). 110-volt A. C.—D. C. portable. Self-contained aerial. Striped walnut, hawwood, and marquetry; aluminum grille. \$29.50

GOthic Model 195—5 tubes (2 Duo-Valve). Brown walnut finish. A. V. C. Polico and short-wave to 4400 K. C. \$29.95



GOthic Model 194—4 tubes (2 Duo-Valve). Brown walnut finish. Polico and short-wave to 3500 K. C. \$19.95



DUO-CHIEF Model 44—4 tubes (2 Duo-Valve). Walnut finish; aluminum grille. Polico and short-wave to 3500 K. C. \$24.95

1933

Announces... Line for 1933

DeWald Dynette

Every DeWald dealer is making money this year — showing profits when competitors are barely struggling along. DeWald's Dynette did that. A hit from the start — it stayed that way — a leader.

From now on, the DeWald franchise will be even more profitable — for here at last is a *complete* line of AC-DC receivers.

Look them over — their specifications — their prices. Each is distinctive — each is featureful. Turnover merchandise — made to order for the critical buyers that make up this year's market.



★
MODEL 54A

Five tubes, Dynetic speaker, exclusive design of cabinet — all in one, setting permanent. Price \$25.00. Order 25 or 50 pieces. Rushing to you. Awaiting confirmation — show your copy of contract. Cash price, cash discount.

\$25.00



★

MODEL 60-3

Improved high gain, 50% more volume, exclusive design of cabinet — all in one, setting permanent. Price \$35.50. Order 25 or 50 pieces. Rushing to you. Awaiting confirmation — show your copy of contract. Cash price, cash discount.

\$35.50



★
MODEL 60-42

Universal receiver, same as Model 60, except for console cabinet — a deluxe setting for this remarkable efficient set. Height 42" — width 24" — depth 15". Quotations on request.

Literature? Details?

JUST WRITE YOUR NAME AND ADDRESS ON THE MARGIN OF THIS AD

For Eleven Years Makers of Distinctive Radio Receivers

1933

★ ★ ★ DEWALD ★ ★ ★

A Complete AC-DC

The Famous

★
MODEL 551
DELUXE

An exclusively lovely
walnut cabinet of new
and exclusive design.
The last word among
the little fellows.
Creates new standards
of appearance, selectivity
and sensitivity. A
giant among the middle.
It will break sales records
in 1933.

\$30.00

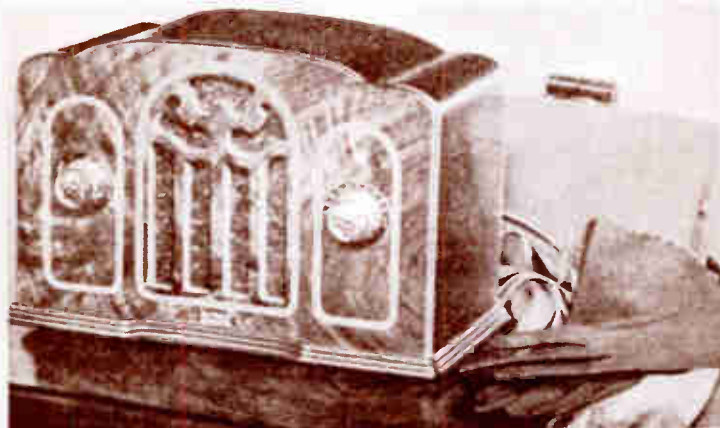


These are the two new DeWald compacts — Superheterodynes, both of them, with improved Dynamic Speaker and hairline tuning to within 10 kilocycles. The new tubes (25-Z5, 77, 78, 44 and 43) are standard equipment. 110-220 Volts, 25-60 Cycles, AC-DC. Weight 7½ pounds. Chassis heatless. Built in aerial. Range covers Police as well as Broadcast wavelengths.

★
MODEL 550

Identical in chassis design
with Model 551
(shown above) it has
the same distinctive performance
characteristics. Fine finish, exclusive
walnut cabinet with grille.

\$25.00



↓↓↓
JOBBERS

There still are a few territories open for DeWald representation certain to be profitable. Write, wire, or phone for the DeWald Facts.

PIERCE-AIRO INC.

520 Sixth Avenue

New York

1933

Majestic has The



**FIRST ANNOUNCEMENT
OF THE SUPERB NEW
MAJESTIC MODERNISTIC
CONSOLES**

LIDO Model 776
A magnificent modernistic cabinet in five tones of wood, piano finished. 6 tubes (2 Duo-Valve). Tone control, automatic volume control, police calls.

There are conventional designs as notable in their field as the new modernistic models are in theirs. They enable the Majestic dealer to satisfy every trade demand. These three new Majestics have five tubes, with three *Duo-Valve* tubes, affording 8-tube performance.

RIVIERA Model 906
Authentic modernism in a stunning console. Four tones of wood — rosewood, walnut, natural, and ebony.

RITZ Model 666
Another console of superb advanced design. Striped walnut contrasts with pilasters of dark walnut.

PARK AVENUE Model 886
A sensational modernistic console. The cabinet of red and white larch is finished in natural and ebony.



RIVIERA

RITZ

PARK AVENUE

CENTURY SIX Model 463



MASTER SIX Model 461



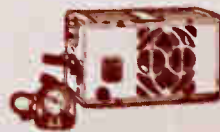
STUDIO Model 59



DI ETTE Model 55



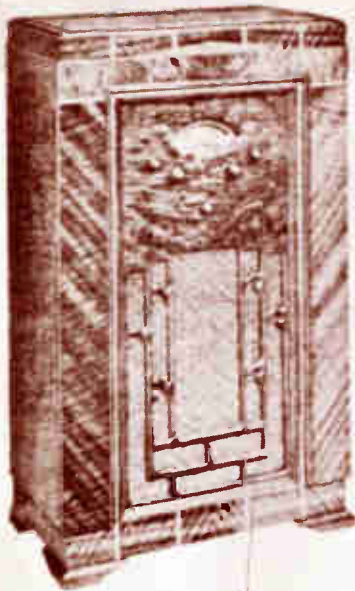
TWIN SIX AUTO Model 66



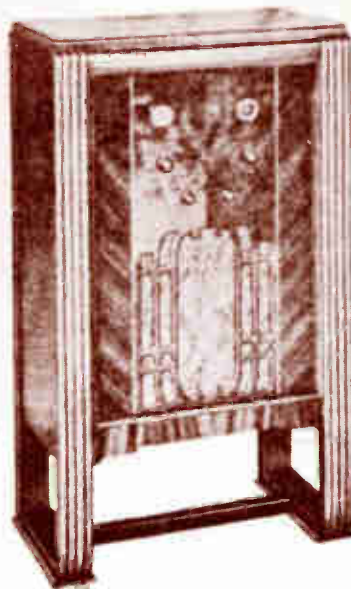
ATWATER KENT RADIO

Announces

A ONE-WORD CODE FOR RADIO DEALERS...



MODEL 510. This single lamp radio cabinet with exact finishes, the same finishes as in Model 510, shown on opposite page. It's made on the factory in the sense that it takes advantage of the national trend in design that has come from "A Century of Progress Exposition." It has "one value" plus and will do it the minute you place it in your store. **\$99.00**



MODEL 667. Here is the latest 7 tube super-heterodyne console. Tone control, automatic volume control. All broadcast wave lengths plus police and amateur channels. The popularity of this model is measured by the beautiful volume of artistic modern design. **\$59.50**



MODEL 217. Latest 7 tube super-heterodyne compact. 4 control dials, tone, selectivity and sensitivity. Automatic volume control. Bench-craft hand-casting, mass-brought plus police and amateur channels. **\$45.00**

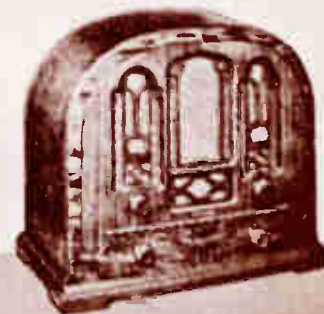
THE TIME for "hanging on" is past. This Fall is a time to make money. And Atwater Kent dealers are going to do just that.

Here are eight of the new Atwater Kent Radios for 1934. "Use value" in every model to the nth degree. And inside, every improvement and worthwhile new feature. Here is a line backed by years of Atwater Kent experience and reputation, built with Atwater Kent precision workmanship, and priced for PROFITS as well as sales.

ATWATER KENT MOTOR CAR RADIO IS AVAILABLE IN SEVERAL MODELS

THERE ARE TWO NEW MODELS OF THE ATWATER KENT BATTERY SET

MODEL 708. Automatic, full size, full performance combination broadcast and short wave receiver. Tremendous power and sensitivity at every wave length between 550 and 20,000 kilocycles. Designed to fit comfortably in your car. **\$59.00**



ATWATER KENT RADIO

PROFITS

Watch for the Atwater Kent advertising in the leading magazines and in newspapers. Ask your Atwater Kent distributor about the NEW billboard campaign. It's the kind of advertising that SELLS—for you.

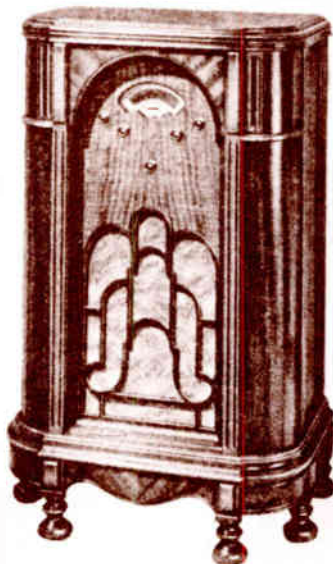
Atwater Kent Radio for 1934 is the PROFIT line for every dealer who sells it.

*Rocky Mountain region and west—
prices slightly higher*

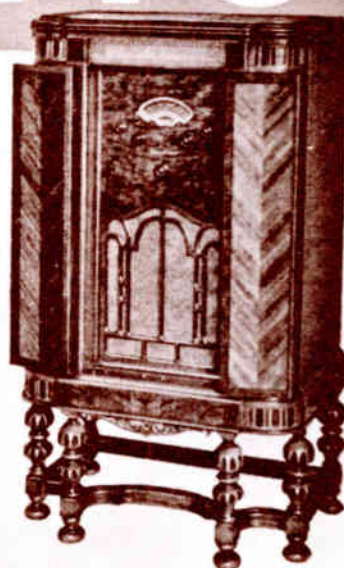
**ATWATER KENT
MANUFACTURING COMPANY**

*L. Atwater Kent, President
Philadelphia, Pa.*

*The prices given on these pages are
subject to change without notice*



MODEL 310. The truthful tone of this remarkable 10-tube receiver sets new standards in radio enjoyment. 4 gang condenser, automatic volume control, 4 point tone control, "shadow" tuning, silent tuning, police and amateur signals. Six-legged cabinet of interesting design. \$89⁰⁰ and richly finished wood.

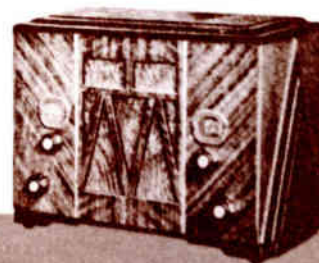


MODEL 711. The ultimate in radio receivers. 11-tube combination broadcast and short wave superheterodyne, 4 gang condenser, automatic volume control, 4 point tone control, silent tuning and "shadow" tuning, improved volume control, new Atwater Kent auditorium type speaker, all wave tuning from 5,310 to 21,000 cycles. Richly carved cabinet of matched and blended woods, equally attractive with French doors open or shut. \$150⁰⁰



MODEL 165. Remarkable tone and great volume for so reasonably priced a set. 5 tubes, automatic volume control, police signals. Full-size speaker in this artistic small cabinet of beautiful but surprising low priced walnut. \$29⁰⁰

MODEL 275. For those wanting the very latest in design there is this new, smart, modern small radio. 5 tube A.C. and D.C., only 8 1/2" high. Exceptional tone due to improved and larger speaker. This modern small radio is surprisingly low priced at \$29⁰⁰



1933

Announcing

three more record making G-E values

Amazing new low-priced sets give G-E dealers a lead in every price market . . .



MODEL K-60

● New 6-tube superheterodyne Table Model—with six-inch dynamic speaker, two-point tone control, the two new tubes used in K-50 plus another new type tube used as second detector and A.V.C. Exceptionally handsome cabinet, following highly successful early Mantel Clock design. List price, **\$37⁵⁰**



MODEL K-50

● New 5-tube superheterodyne Table Model—with dynamic speaker, two-point tone control, and two entirely new type tubes, new heater pentode output tube and new oscillator-detector tube. Unparalleled quality of performance in the low-priced field. List price, **\$24⁹⁵**

MODEL K-65

● New 6-tube superheterodyne Console Model—with the same chassis as K-60, but larger dynamic speaker. Housed in unusually attractive six-legged console cabinet, fine dark walnut. Reproduction superior to many larger sets. List price, **\$49⁹⁵**



BY ADDING these three beautiful new models, and the recently announced Little G-E (A-C/D-C) set, General Electric gives you a *complete* line of fine radios that range from \$19.95 to \$269.50—and every set is backed with all the sales-clinching prestige of the famous G-E monogram!

These worthy small brothers of the radios that win the tone-tests have amazing value, in beauty and performance, built right into them. Value that belies their low price tags. Value that's so remarkable and obvious that these electrical thoroughbreds are sure to show clean heels to the entire low-priced radio field.

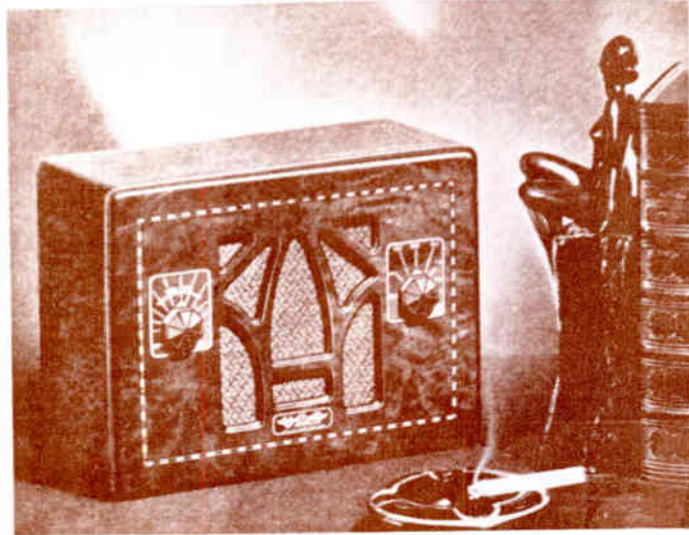
Get in the money this year—*all the money*. And let the new and complete G-E line help you to it! General Electric Company, Merchandise Department, Section R-443, Bridgeport, Conn.

GENERAL  ELECTRIC RADIO

1933

Now U. S. RADIO

Gives You
the Smartest
of all Personal
Models
for AC·DC·Operation



TONE quality and performance never before achieved within such limits of size are combined in a finely figured genuine walnut cabinet which captures instant admiration. Here, at last, is a personal radio worthy of the name, carefully engineered, employing tubes of brand new type. Check the specifications—see it—hear it. In every detail U. S. Radio Model 3092 bears the hallmark of quality. Price **\$19.95** complete with tubes . . .

U. S. Radio, Model 3092

(Illustrated above at right)

Genuine superheterodyne circuit . . . for AC or DC operation, 115 volts . . . five tubes, every one brand new type . . . dynamic speaker . . . built-in antenna . . . no ground required . . . dial calibrated in kilocycles . . . combination switch and volume control . . . Tuning range covers all regular broadcasting stations and one police channel . . . cabinet of beautifully figured stump walnut, with genuine inlay, hand rubbed; solid walnut back . . . resistor type cord dissipates heat . . . Dimensions: 7 1/2" high; 9 1/2" wide; 5" deep. . . Tube equipment: 1 No. 6F7 Triode-Pentode; 1 No. 78RF, Pentode; 1 No. 75 Diode-Triode; 1 No. 43 Power Pentode; 1 No. 25Z5 Rectifier. Weight less than 7 1/2 pounds.



U. S. Radio Battery Ensemble



Pioneer in supplying receivers complete with tubes, U. S. Radio again blazes a new trail with the Battery Ensemble. The new U. S. Radio Model 3086, shown at left, is furnished complete with necessary batteries, which are included in the specially designed table type cabinet. Standard Burgess batteries are supplied as follows: 1 No. 1254 A battery, 1 No. 2508 B batteries, 1 No. 5156 C battery.

Five tube superheterodyne chassis gives performance comparable to AC sets of similar size. Specially engineered for sensitivity and selectivity; splendid tone quality. Voltage control compensates for decrease of A battery with use. Dial calibrated in kilocycles.

Tube equipment: 1 No. 230; 1 No. 232; 1 No. 234; 1 No. 233—all 2-volt. Cabinet dimensions: 20 3/8" high; 19" wide; 8 3/4" deep. **\$29.95**

Price **\$29.95**
 Complete with tubes and batteries

U. S. Radio Battery Model 3084

Chassis identical with model 3086 except this receiver is supplied without batteries. Tube equipment: 1 No. 230, 2 No. 232; 1 No. 234; 1 No. 233—all 2-volt. Cabinet dimensions: 14 1/2" high; 13 1/2" wide; 7 3/4" deep. **\$19.95**

Price **\$19.95**
 Complete with tubes, *less batteries*



Another battery receiver in the U. S. Radio line is illustrated. *Model 3086, 9-tube battery console with latest engineering features including new two-volt tubes, Class B Amplification, Permanent Magnet Dynamic Speaker, Automatic Volume Control and Tone Control. Encased in a beautiful six-legged console cabinet. Price \$69.50*

Complete with tubes, *less batteries*

Write or wire your Distributor now!

United States Radio and Television Corporation
 Marion, Indiana

Make Your 1933 Profits

from the GREBE QUALITY LINE



From the Model 81 console with 12" dynamic speaker to the "Synchronette Superbet" Grebe meets the trend of the times for a line of quality radio sets at the right price.

And Grebe is selling direct to dealers, eliminating all "in-between" handling. Now you can get the "break" in discounts you've been waiting for and an opportunity for profits directly in proportion to your efforts in handling and pushing the Grebe line of beautiful, styled, and attractively priced quality radio sets.

Use the coupon below in asking for details concerning the Grebe Sales Plan and the entire Grebe QUALITY Line.

A. H. GREBE & CO.

Metropolitan Sales Division

117 Liberty St., New York



Grebe 83. Six legged console with sliding doors of matched Oriental walnut. Pillasters of two piece highly figured Butt walnut. Chassis is the 8-tube Superheterodyne used in Model 80. Equipped with 12" dynamic speaker. List Price \$69.50 complete. Tax Paid.

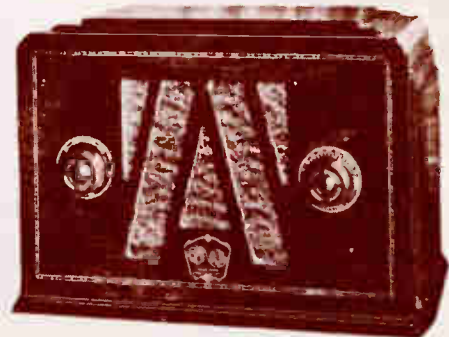


Grebe 80. An 8-tube Superheterodyne employing the new fifty series RCA Amplifier and Detector Tubes. Double Pentode Tone Control Chassis and condenser rubber mounted in beautiful walnut cabinet. New improved 8-inch dynamic speaker. List Price \$44.50 complete. Tax Paid.



Grebe 60. A six-tube T.R.F. Midget, employing the new super triode. Triple grid super control amplifier. Pentode. Full floating moving coil. 8-inch dynamic speaker. Power detection. Tone control. Walnut cabinet. List Price \$34.50 complete. Tax Paid.

Grebe "Superbet Synchronette"—the newest in AC-DC midget radios, featuring 3-gang condenser and 5 tubes. Unsurpassed in volume and selectivity. Modernistic cabinet with Marquetry inlay. Built-in aerial. List Price \$27.50 complete. Tax Paid.



Mail the coupon today

A. H. GREBE & COMPANY,
117 Liberty St., New York

Gentlemen:
Please send complete information about the Grebe Sales Plan and the entire Grebe Quality Line.

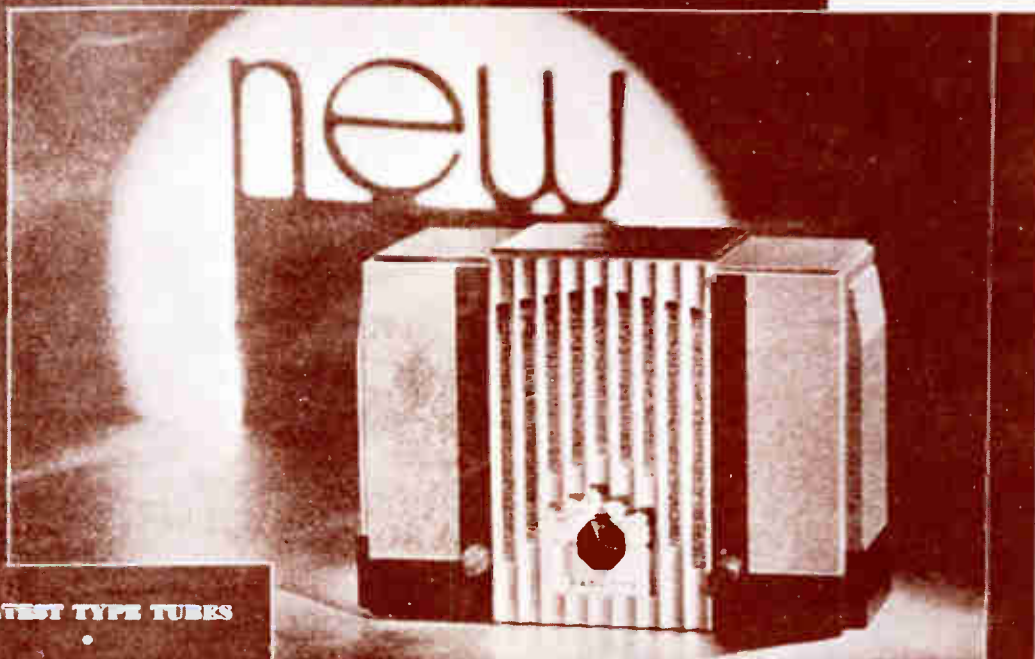
Name _____

Company _____

Address _____

The **GREBE**
Synchrophase
RADIO

THE INTERNATIONAL KADETTE



5 LATEST TYPE TUBES

IMPROVED SUPER-
HETERODYNE CIRCUIT

DYNAMIC SPEAKER

TONE CONTROL

AUTOMATIC
VOLUME CONTROL

WORLD'S
SMALLEST CHASSIS

INCREASED POWER
AND SELECTIVITY

CALIBRATED IN
KILOCYCLES

ILLUMINATED
GRILLE AND DIAL

WEIGHT
LESS THAN 6 POUNDS

UNIQUE FACTORY
SERVICE POLICY

TAKES ANOTHER BIG STEP FORWARD

The original Kadette was one of the biggest "hits" the radio industry has known. It galvanized sales. It piled up profits for thousands of dealers. Now, International—always a step ahead—announces its latest achievement. A new model—modern as the next minute—in design, features and performance.

In newness and sheer beauty of design, the new Kadette steps far ahead of traditional ideas. Contrasting planes of color—a fated grille, finished in satin aluminum—unique illumination for dial and grille (on De Luxe model only)—all express a modern symmetry that establishes a new concept of fine appearance.

Although the Kadette is the world's smallest 5-tube super-heterodyne chassis, sensitivity, selectivity and tone quality have been immeasurably heightened. Operating only on 110 volts A.C. or D.C.—any cycle—the benefits of a.v.c.—tone control and superior quality is achieved.

Dealers—wire for details! Here's another radio sensation—a quality built product for quality minded people.

Designed and Manufactured by
INTERNATIONAL RADIO CORPORATION
ANN ARBOR, MICHIGAN



\$25⁰⁰

COMPLETE WITH TUBES
DE LUXE MODEL \$2.50 EXTRA

PREFERENCE RADIO LINE AMERICAN-BOSCH POWER RADIO

A C. D. C. sets . . . All Wave sets . . . Dual Wave sets . . . Console Models . . . Console Models . . . Personal Models . . . everything radio needs . . . from \$28.50 to \$140.00!

A HOUSEWIFE in Akron answered the doorbell. A young man showed her photographs of a wide variety of radio cabinets, asked her to pick her favorites.

A man in San Francisco was sitting on his porch. Along came a young man with a portfolio of radio sets and asked him his preference.

Repeat these incidents in New York . . . in Washington . . . in St. Louis . . . in several cities large and small from coast to coast . . . in thousands of interviews among men and women . . . and you have an idea of the intensive methods used to select the cabinets for Vibro-Power Radio for 1934 . . . the first *Public-Preference* radio line in the country.

What a wonderful deal for dealers! No more guesswork picking radio cabinets. No need now to be "stuck" with a line of cabinets that the public somehow won't take to. Here . . . in this new 1934 line of Vibro-Power Radio are cabinets you can be sure the public will buy . . . because they represent nearly 10,000 preferences of radio owners and prospects in every section of the country . . . in every walk of life . . . in every adult age group!

In Vibro-Power American-Bosch gives you something real to demonstrate to the radio prospect. Something he can hear. Something he can compare with his present radio—and find out what he is missing by comparison. Model 370T for example offers 11 tube performance . . . astoundingly better 11 tube performance than you have ever heard before. Yet the price is only \$52.50. *All Vibro-Power models reproduce faithfully the full range of program frequencies up to 5000 cycles as transmitted by the broadcasting station!*

With Vibro-Power engineering results . . . to talk about, shout about, demonstrate . . . with public-preference cabinets to display and offer . . . with prices lower than ever, performance and value considered . . . with NATIONAL ADVERTISING to create the demand . . . there isn't another line in all radio that promises you such profit-possibilities this season! *Write or wire for new descriptive broadside.*

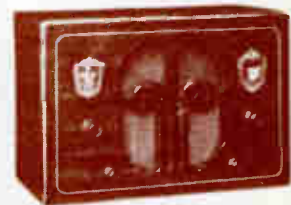
UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD MASSACHUSETTS
Branches: New York Chicago Detroit

Laboratory Radio Research and Development Co. H. C. A.

HAVE YOU HEARD THE NEWS ABOUT THE NEW AMERICAN-BOSCH VIBRO-POWER CAR RADIO—SEE THE NEXT PAGE.



MODEL 355—Left for A. C.—D. C. Current and 1 **MODEL 350** (Right for A. C. Current—5 tube, 8 tube performance) Dual Wave Vibro-Power superheterodyne Personal Radio. Portable. Size 11 1/2" wide x 7 1/2" high x 8 1/2" deep. Built-in antenna. Range 530 to 3,200 Kilocycles (408 communication channels). Full automatic volume control. Illuminated eye-level control. 3-gang condenser. 8 to 1 reduction for tone control. Illuminated 2-color calibrated dial. Full floating coil large size dynamic speaker. For Underwriters' Laboratories Approval. R.M.A. steel. Solid heavy metal. Mahogany cabinet with genuine inlay. Hand-rubbed piano finish and full wood look. **\$37.50**



same control. Illuminated eye-level control. 3-gang condenser. 8 to 1 reduction for tone control. Illuminated 2-color calibrated dial. Full floating coil large size dynamic speaker. For Underwriters' Laboratories Approval. R.M.A. steel. Solid heavy metal. Mahogany cabinet with genuine inlay. Hand-rubbed piano finish and full wood look. **\$37.50**



MODEL 501—5 tube, 8 tube performance, Vibro-Power superheterodyne Personal Radio for A. C.—D. C. operation. Portable. Size 10" wide x 7" high x 5" deep. Weighs less than 8 pounds. Built-in antenna, no ground needed, full Automatic Volume Control. Brings in Police calls. Rich wood cabinet with hand-rubbed piano-case finish and real marquetry inlay. **\$28.50**

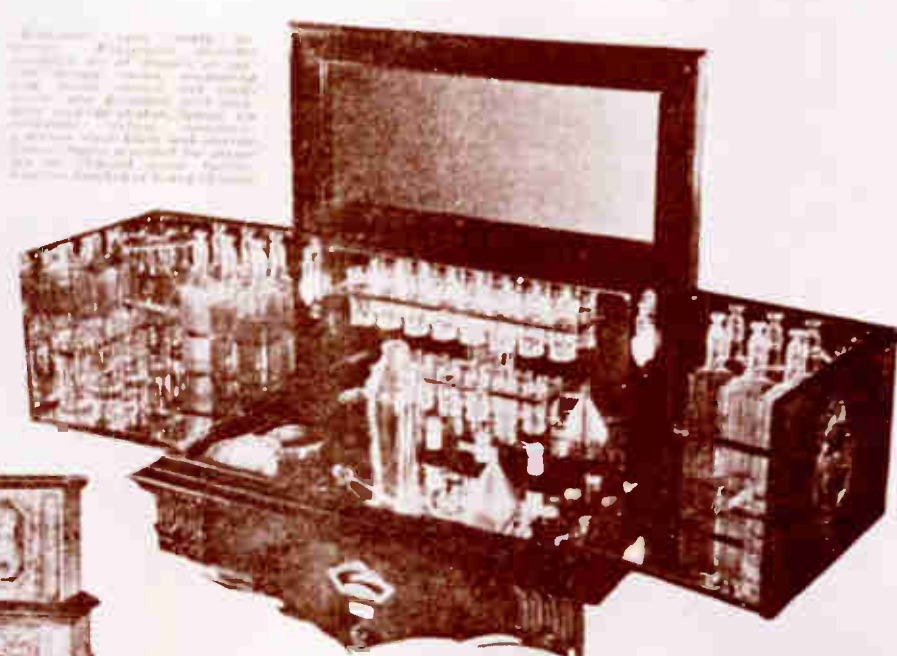


MODEL 370T—7 tube, 11 tube performance Dual Wave Vibro-Power superheterodyne Console. 540 to 1900 Kilocycles. 3-gang condenser, continuous type tone control. Full automatic volume control. **\$52.50**

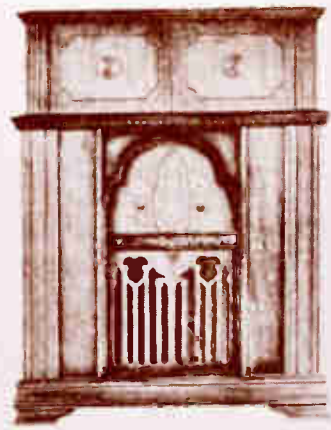
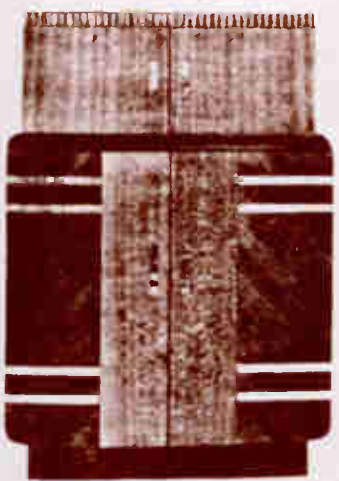


MODEL 360T—9 tube, All Wave Vibro-Power superheterodyne Console. 540 to 20,000 Kilocycles. 3-gang condenser, continuous type tone control. Full automatic volume control. **\$62.50**

Cash in Now on REPEAL with "RADIOBAR"



Small text describing the cabinet's features and price.



Small text describing the cabinet's features and price.

Here's a timely opportunity
for immediate sales

Your customers can mix their favorite cocktails without going into the kitchen—a practical, money-making up-to-the-minute idea.

"Radiobar" has created immediate sales wherever it has been introduced. Made in eight sizes to meet every pocketbook. Mail coupon below for details of sales plan.

RADIOBAR CO. of AMERICA
270 Park Ave., New York, N. Y.
3582 Wilshire Bl., Los Angeles, Cal.

All Sets Licensed
Under R.C.A. Patents

RADIOBAR COMPANY OF AMERICA
270 Park Ave., New York City

Write and tell us how you intend to "Radio Bar" your store with these sets (check one):

Name _____

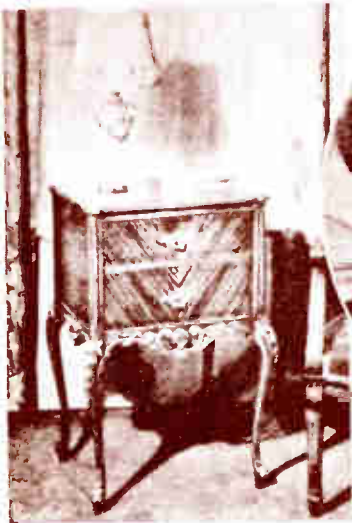
Address _____

City _____

State _____

Zip _____

The NEW Sets



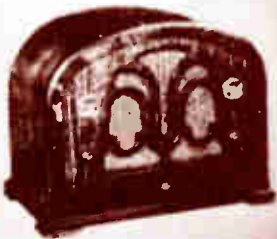
PERIOD DESIGNS

Like with and that you cannot
name—successful pieces made in
the historical American style.
Great Radio, Inc.



RCA-VICTOR NIGHT TABLE
\$37.50

*Current Trends
for the
1933-34 Season*



Atwater Kent Model 246

\$39.75



SENTINEL'S "DUOLA"

represents a recent trend—a detached console-type
speaker—operated in conjunction with a self-con-
tained table set. \$67.50 for both set and console
speaker. Portable set only, \$17.50

1933

Announcing G-E COLOR-RADIO

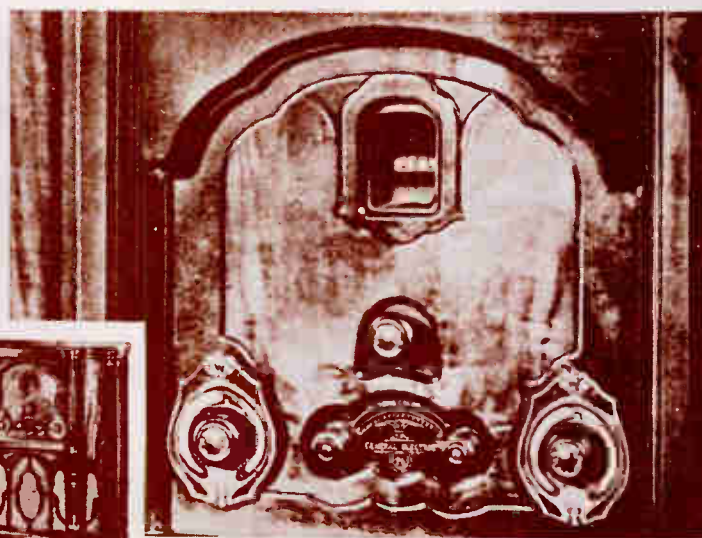
*A sensational New Model of
the radio that wins the Tone-Tests*

HERE'S a grand, new G-E Radio value—a stunning full-size cabinet model, delivering that superb G-E performance which keeps on winning the tone-tests. And it's tagged with an amazingly low retail price.

But that's not all! This newest G-E Radio triumph has been given a novel, fascinating added attraction which is bound to make prospects stop, look—and buy.

G-E Color-Radio! A new tuning system, developed to permit tuning by rays of colored light, as well as by dial. These rays enable you to eye-check all tuning for finest performance. G-E Color-Radio is visible on three different adjustments on the panel—on the Noise Silencer (eliminator of man-made static), the Volume Control, and on the Tone Color Control—which *for the first time in radio*, permits tone adjustment at *both* ends of the musical scale—*Treble and Bass!* You can choose adjustments exactly suited to your individual taste—as you never could before!

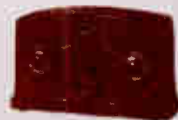
Ring up another sales-making advance for G-E Radio—and another reason for getting and holding the G-E Dealer Franchise. If you aren't



THE NEW G-E COLOR-RADIO MODEL K106
—Visual tuning and color control, 10-tube Superheterodyne Price with tubes

\$110

a G-E Dealer now, write for full information on the Franchise right now. And be sure to ask for full details about G-E Color-Radio and what it means to you as a profit-maker. Address Section R-442, General Electric Co., Merchandise Dept., Bridgeport, Conn.



☆ NEW! The Little G-E, 4-tube A.C.-D.C. receiver. Easily portable, good performer. Price with tubes

\$19⁹⁵

GENERAL  ELECTRIC RADIO



FADA 79, \$142
17 inches



U. S. RADIO 3074, \$39.95
17 inches



U. S. RADIO 3010, \$29.95
17 inches



ZENITH 750, \$39.95
17 inches



PHILCO 16X, \$150
17 to 27 1/2 inches



ZENITH 760, \$59.95
17 inches



GE K-106, \$129.50
20 inches



ATWATER KENT 806, \$69.90
20 inches



HCA-VICTOR CE-29, \$247.50
20 inches



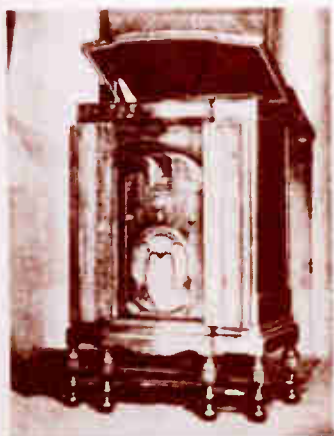
MAJESTIC 77, \$46.50



MAJESTIC 344, \$149.50



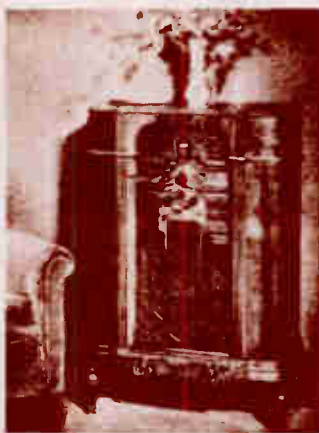
AUDION 10500D, \$85



STROMBERG - CARLSON

54, 12 TUBES \$592.50

*12-Like Tuning - Automatic
Combination*



PHILCO 16L, \$125

13 to 575 meters



STROMBERG - CARLSON

52, 12 TUBES \$385

12-Like Tuning



CROSLEY FIVE D

\$29.99

5 tubes, dual conversion



CROSLEY TWELVE

\$59.99

12 tubes



SPARTON
"TRIOLIAN", \$165

Model 28-13 tubes

1934

MAJOR EVENTS IN HISTORY

1934

John Dillinger, bank robber, is shot to death in Chicago by Justice Department agents.

F.C.C. – Federal Communications Commission is established.

The cruise liner Morro Castle is destroyed by fire off Asbury Park, N.J., killing 134.

Alcatraz becomes a federal prison.

Hitler becomes supreme ruler (Führer) of Germany following the death of President Von Hindenburg.

TOP SONGS

Anything Goes

Deep Purple

Cocktails For Two

I Get A Kick Out Of You

Love In Bloom

On The Good Ship Lollipop

TOP MOVIES

The Barretts Of Wimpole St.

Berkeley Square

The Bowery

The Count Of Monte Cristo

It Happened One Night

The Thin Man

TOP BOOKS

Wine From These Grapes

Edna St. Vincent Millay

The Natives Return

Louis Adamic

The Daring Man On The Flying Trapeze

William Saroyan

TOP PLAYS

Dodsworth

The Children's Hour

TOP MUSICALS

Life Begins At 8:40

The Great Waltz

Anything Goes

Ziegfeld Follies

Thumbs Up

ON THE RADIO

Mutual Broadcasting System becomes the 3rd American broadcasting chain.



Jack Benny, one of radio's best-loved comedians.

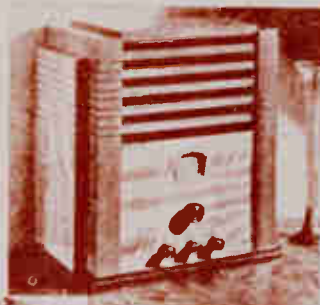
1934 RADIOS ★



Model 11-111—3 Tubes
Horizontal Cabinet
Model 11-112—2 Tubes
Horizontal Cabinet
Model 11-113—3 Tubes
Horizontal Cabinet



Model SA-133—13 Tubes



Model LW-88—4 Tubes
Light Wave 88K



Model RC-2
Remote Speaker Cabinet

A-60 Lyric Cruiser Auto Radio
4 Tubes



Model SA-133—13 Tubes
All-Phase Cabinet



● Don't delay!—If you're a live distributor or dealer, looking for a live line . . . send for complete information, prices and profit story on the Wurlitzer Lyric 1934 Radios. Wurlitzer Lyric Radios have what it takes to make sales!

Remarkably sensitive, selective, true-toned superheterodyne circuits with automatic volume control and dynamic speaker . . . by Wurlitzer Engineers. Unusual "eye appeal"—through smart, modern cabinets created by Russell Wright . . . internationally renowned designer, and built by Wurlitzer craftsmen.

Every feature today's buyers are looking for.

Table models; portable A-C-DC models; an unbeatable auto radio; two beautiful furniture models; short wave combinations; a remote speaker combination; and a complete line of consoles—4 tube to the sensational 13 tube SA-133. A set for every home, every pocketbook. Radios that reach new heights in beauty . . . tone . . . and smooth, satisfying performance.

There's money in them for distributors and dealers . . . and lasting satisfaction for the user. Write, wire, or use the coupon.

The RUDOLPH WURLITZER MANUFACTURING CO.
North Tonawanda, New York

Please send complete information on your 1934 Radio Line

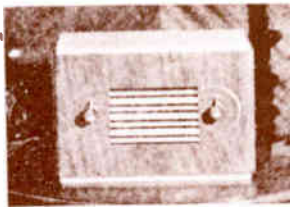
- Distributor
- Dealer

Name _____
Address _____
City _____
State _____
Zip _____

★ WURLITZER LYRIC



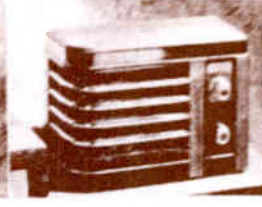
Model G-1-L—1 Tubes



Model C-1-F—1 Tubes



Model M-4-L—4 Tubes



Model M-4-L1—4 Tubes



Made with all the care and painstaking attention to detail that go into the mighty Wurlitzer Organs, it's no wonder that 1934 Wurlitzer Lyric Radios—from the smallest compacts to the largest console models—have a rich, true, life-like tone which reproduces that of the artist or instrument with absolute fidelity.



Model SE-5
(Direct Plug-In)
1 Tube—Universal
AC-DC



Model SE-5
(Direct Plug-In)
1 Tube—Universal
AC-DC



Model SA-46—4 Tubes



Model SW-99—8 Tubes



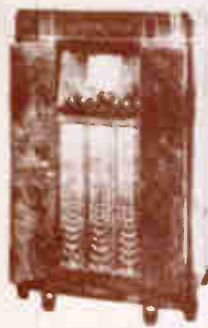
Model SA-99—9 Tubes



Model SA-120—12 Tubes

1934

GENERAL ELECTRIC
M185...\$225



GENERAL 7c...\$59.00

GILLILLAN 8T...\$71



GRUNOW # 67



Johnson Model 47E

GRUNOW 460



HALLICRAFTERS
SKYRIDER...\$70

HALSON



HALSON 610...\$39.65



Johnson Model 77

\$69.50

HOWARD
B13...\$29.95



HOWARD
F17...\$149.50

ICA TRIODYNE



INSULINE
SCOUT...\$17.50



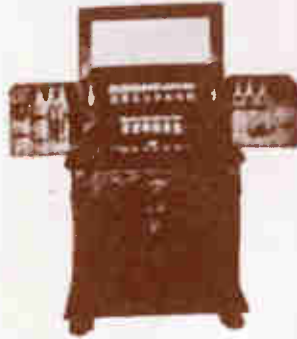
American Bosch

PILOT C63...\$89.50



PILOT 114

RADIOBAR \$79



Fred Eisenberg Model 225SW
\$64.50 SW BC

RADIOBAR \$249



RADOLEK
10970...\$54.50

RCA VICTOR
143...\$97.50



RCA VICTOR
262...\$149.50



GE Model K55

SILVER-MARSHALL
ALL-WORLD 5...\$42



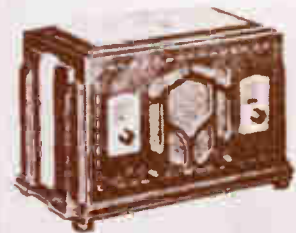
SPARTON
83...\$124.50

SPARTON
65...\$39.95



STEWART-WARNER
1264...\$94.50

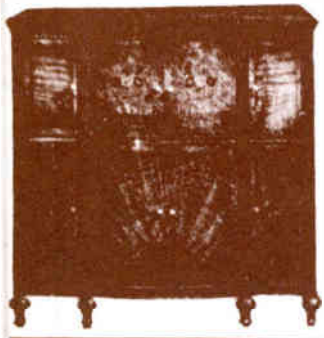
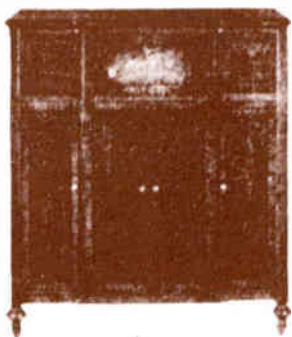
HALSON
NEW YORK




Tiffany Case Model 144A

\$54.50

CAPEHART 404B

CAPEHART 101



COM-RAD 660 \$44.50



Lyric Model 1107


\$49.95

CROSLY 8HI...\$99.50

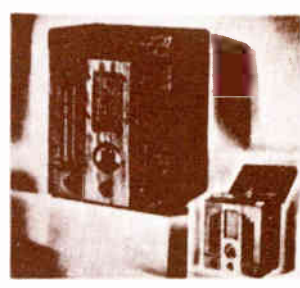



CROSLY 5M3...\$19.99

DETROLA 7A3...\$64.50

DE WALD 501A





RCA Victor Model Duo 501

\$54.50


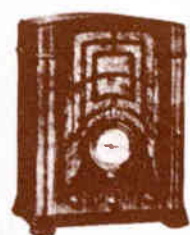
MIDGET VS. CONSOLE

\$46.50

DE WALD 802

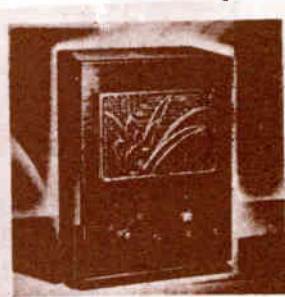



EMERSON 38...\$39.50

EMERSON 71...\$69.50

EDISON-BELL 64...\$69.50



RCA Victor Model 124



RCA-Victor Model 111

\$77.95

ACRATONE
87...\$189.50



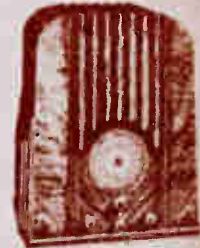
AMERICAN BOSCH
460R...\$94.50



AMERICAN BOSCH
440T...\$54.50



ANSLEY D4...\$79.50



Fairbanks-Morse Model 7011

\$89.50

ARKAY 421



ARKAY 633

ATWATER KENT
145...\$39.90



ATWATER KENT
112S...\$180



Fairbanks-Morse Model 7040

\$89.50

BALKEIT 70...\$34.95



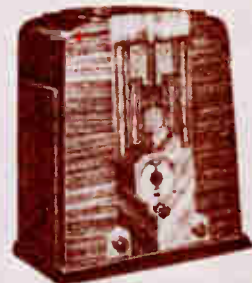
BELMONT
675E...\$54.50

BELMONT
575...\$29.95



CLARION
TC-2...\$115

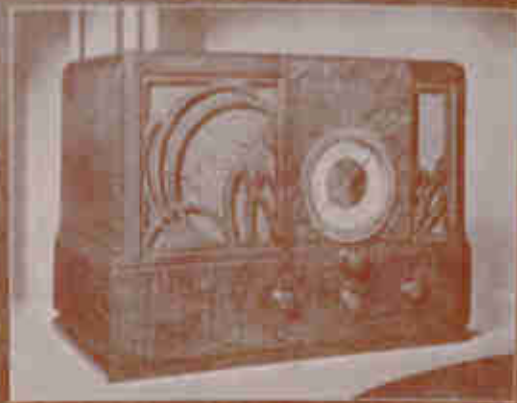
Sentinel 5721 All-Wave Set



\$29.95



7-tube Ferrodyne receiver with all metal tubes. New Diffusible Magic Dial.



7-tube Ferrodyne receiver with all metal tubes. New Diffusible Magic Dial.



5-tube table model.



5-tube Round-the-World receiver.



5-tube Round-the-World receiver.

Board the Bandwagon that Plays the Music the Public Wants!

THE Stewart-Warner line is backed by an intelligent, vigorous merchandising program that is geared to help you sell more sets at more profit. It's a sound plan, worked out by men who know sales promotion, men who know your problems and can help solve them. It includes powerful newspaper advertisements; a radio program of **YOUR OWN**, made in **tie** in your name with a cast of the biggest stars in radio entertainment; attractive mailing pieces, window and store displays—everything to get people into your store.

We believe you'll find this program one of the most interesting you've ever heard. There's no obligation if you'll let us tell you about it. Write, wire or phone today.

STEWART-WARNER CORPORATION
1855 Diversey Parkway, Chicago, Illinois

**STEWART
WARNER**
Ferrodyne **RADIO**



11-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusolite Magic Dial. Automatic station register. Sound diffusion system.



11-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusolite Magic Dial. Automatic station register.



11-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusolite Magic Dial. Automatic station register.



★
(Below) 9-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusolite Magic Dial. Automatic station register.
★

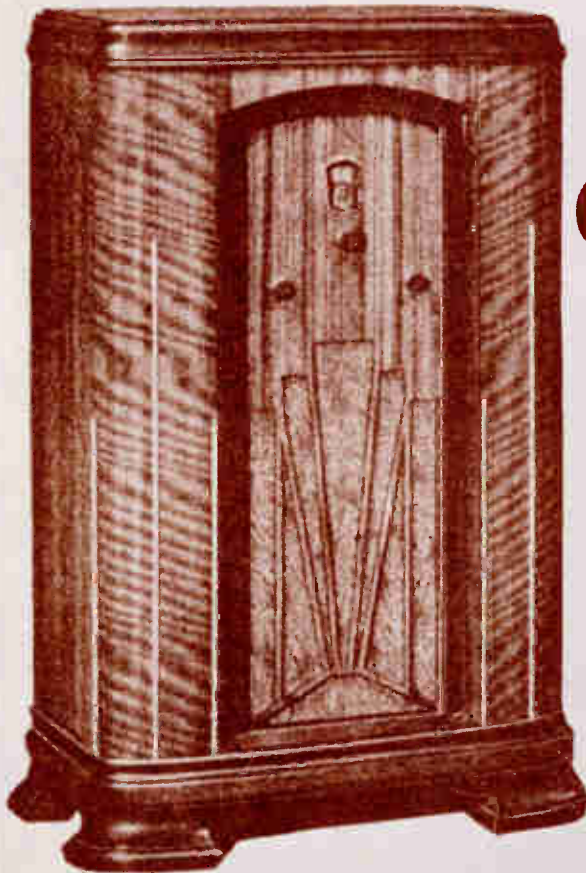


★
(Above) 6-tube Round-the-World receiver.
★

"It is our task to perfect, to improve, to alter when necessary, but in all cases to GO FORWARD."



— said PRESIDENT ROOSEVELT in his message to Congress



Emerson GOES FORWARD



... With the tremendously increased manufacturing facilities of our new plant in the great Port Authority Commerce Building ... with an outstanding line of Compact Radios, that takes advantage of every new engineering improvement ... with a selection of distinguished Consolettes and a brand new Console that is a masterpiece in both appearance and performance. . . .

We take this opportunity to invite dealers and jobbers to visit our new quarters and learn at first hand our forward-looking plans for 1934.

The New Emerson Model 77

— housed in an exquisite cabinet of restrained modern design, embodying the finest expression in furniture made. The entire cabinet is made of imported Colonial wood—finger-rolled figured walnut—oiled on top, sides and front. Chromium trimmings, beautiful piano finish. Stands 30 inch. **ENGINEERING FEATURES** of this 7-tube Super-trend include: 12-inch Dynamic Speaker, A.C. Line Drop Detector, Shield of R.F. Guard of Extra Detector, Seven Tuned Circuits, Super-Control R.F. Pentode, Dynamic Output Tube. Operates on 110-120 Volts A.C. 50-60 Cycle. Adaptable for 220 volts at slightly higher price.

\$69.50

Complete with Cunningham Tubes

Emerson features AC-DC Compacts for every purse and purpose. Prices are COMPLETE with Cunningham Tubes—West Coast Prices Slightly Higher



Model 77A — Super-trend
with 7-tube, A.C. Detector, and
Super-Control R.F. Pentode \$49.50

Model 350AW — 11-tube
with 7-tube, A.C. Detector, and
Super-Control R.F. Pentode \$52

N. E. W. Universal
Model 414 — A 7-tube
compact \$19.95

Model 411 — Emerson
Model 411 — Emerson
Model 411 — Emerson
Model 411 — Emerson \$25

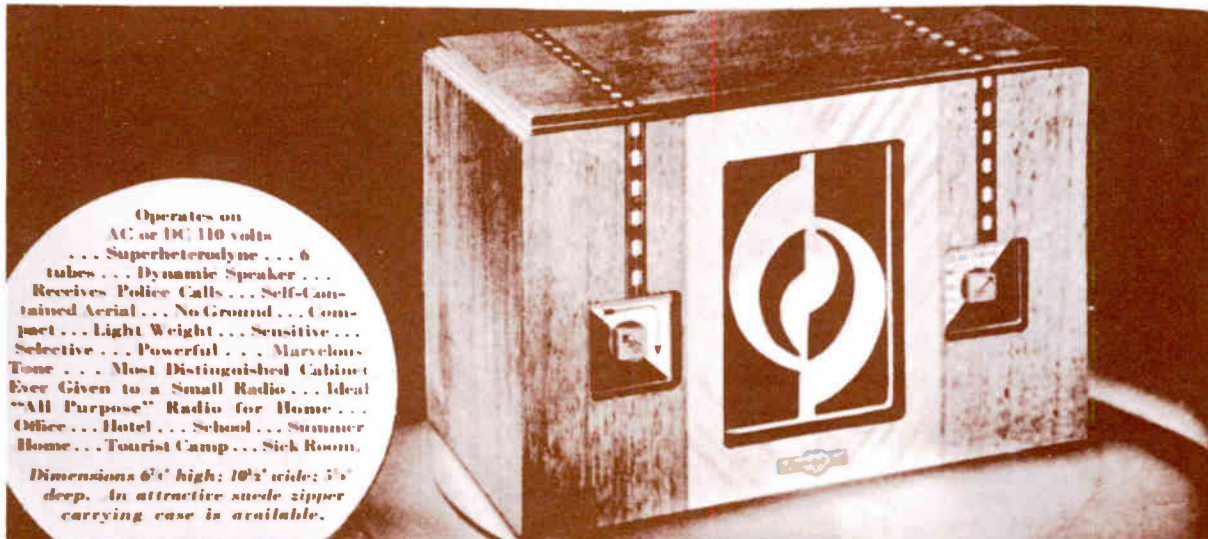
Emerson Radio and Phonograph Corporation



NEW HEADQUARTERS — 111 EIGHTH AVENUE — NEW YORK CITY

THE NEW MAJESTIC

SUPER-SIX AC-DC PORTABLES



Operates on
AC or DC 110 volts
... Superheterodyne ... 6
tubes ... Dynamic Speaker ...
Receives Police Calls ... Self-Con-
tained Aerial ... No Ground ... Com-
pact ... Light Weight ... Sensitive ...
Selective ... Powerful ... Marvellous
Tone ... Most Distinguished Cabinet
Ever Given to a Small Radio ... Ideal
"All Purpose" Radio for Home ...
Office ... Hotel ... School ... Summer
Home ... Tourist Camp ... Sick Room.

*Dimensions 6 1/2" high; 10 1/2" wide; 5 1/2"
deep. An attractive suede zipper
carrying case is available.*

THE AC-DC SUPER-SIX DE LUXE



A companion set with
all mechanical features
of the De Luxe in a
handy leatherette car-
rying case. A big radio
in performance, com-
pacted to the size of an
overnight case.

*Dimensions: 6 1/2 inches
high; 10 1/2 inches wide;
6 1/2 inches deep.*

THE AC-DC SUPER-SIX KNOCKABOUT

1934

for 1934-35

AT PRICES FROM \$39.95 TO \$225

(F. O. B. Camden)

Backed by a powerful advertising campaign ... that will feature the three big advantages RCA Victor Globe Trotters have this fall. 1—Perfected Foreign reception. 2—New life-like tone. 3—

Beautiful cabinets (by one of America's foremost designers). RCA Victor is headed for a big fall season. Join in the money-making parade. Write, wire or 'phone your RCA Victor distributor.

128 6-tube, 3-band AC table model, modified cathedral. Foreign and United States bands.



143 8-tube, 4-band AC table model. Foreign and United States bands, also new long wave weather reports. Aristocrat of the table set.



242 8-tube, 4-band AC console, open face. Foreign and United States bands, also new long wave weather reports.



262 A 10-tube, 5-band AC console, open face. All Foreign and United States bands up to 36,000 k.c. Also new long wave weather reports.



281 A de luxe 12-tube, 5-band AC console, with doors. All Foreign and United States bands up to 36,000 k.c. Also new long wave weather reports.



Globe Trotter **RADIOS**

RCA VICTOR
COMPANY, Inc.
Radio Manufacturers
Camden, N. J.

1934

Announcing

TEN NEW RCA VICTOR GLOBE TROTTERS!

New features . . . world-wide range . . . superb tone . . . cabinets of rare beauty — all combine to make this RCA Victor's greatest fall season!

118 5-tube, 2-band AC table model, latest design. Foreign and United States bands with extra features.



121 6-tube, 2-band AC table model, cathedral with keystone. Foreign and United States bands.



211 5-tube, 2-band AC console, open face. Blended, hand-rubbed walnut finish. Foreign and United States bands.



221 6-tube, 2-band AC console, open face. Hand-rubbed finish. Foreign and United States bands.



224 6-tube, 3-band AC console, open face. Foreign and United States bands.

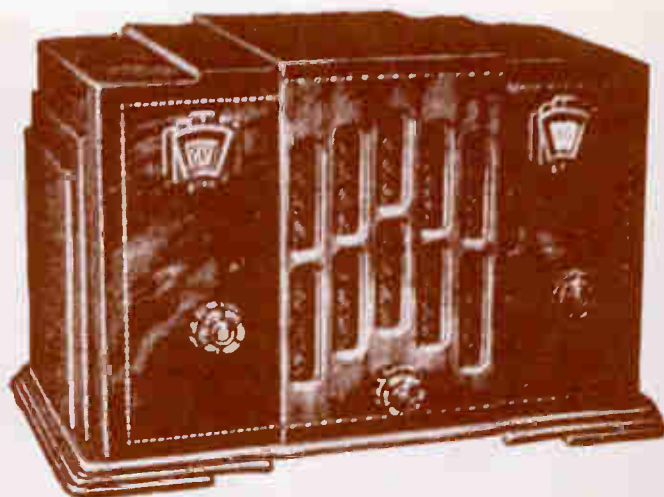


RCA VICTOR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

1934

The First of the
Jubilee Series
 marking PILOT'S 25th
 Year of Uninterrupted
 Service to Radio



● PILOT Model E-20: six-tube super-heterodyne, A. C. or D. C. dynamic speaker, 5-watt output, illuminated dual automatic volume control, noise level control, single Vernier tuning control, diode detection; beautiful inlaid but-walnut cabinet of scintillating beauty: 7" by 8" by 11 1/2". — It is almost unbelievable, yet it is only the beginning of the miracles Pilot is preparing to give you and your customers in the Jubilee Line.

● PILOT Model B-2: four-tube A. C. and D. C. super-heterodyne, with dynamic speaker, attractive solid walnut cabinet, 5 1/2" by 7" by 9 1/2", illuminated dual single Vernier tuning control, volume control. The classic beauty of the cabinet and the performance of this radio receiver have received instantaneous acceptance.

PILOT "Miniatures"

The two models shown are a preview of the PILOT "Miniature" sets in the Jubilee Series—tiny, but with the wallop of a giant—full-powerful, selective super-heterodynes, with dynamic speakers, incorporating the latest development in tubes and circuits. They compare only with larger models and include the latest scientific musical development in the field of acoustics. Made by master craftsmen in the largest self-contained radio plant in the world.

JUBILEE SERIES PRICE RANGE—\$20 TO \$100

Sold only through authorized distributors—write your's TODAY

PILOT RADIO & TUBE CORP.

LAWRENCE  TRADE MARK MASSACHUSETTS

1934



A new and dramatic leader for your full line sales!

GENERAL ELECTRIC started something three months ago . . . gave the radio business the lift it needed. Introduced thrillingly new all wave sets that reach out across the world for new entertainment.

Of course, these dramatic sets sold—sold big. But they also generated new buying enthusiasm for every set that General Electric makes.

The standard-range sets swung right into line. The popular-priced table models, the stately consoles, the distinguished radio-phonograph combinations all kept sales' pace with the all-wave leader.

And at this time of year, when buying normally falls off, the demand for all G-E sets, short-wave and standard-range alike, continues to climb.

Tie up with today's most enthusiastic buying market. See your nearest G-E distributor. Or write the General Electric Co. Section R-361, Merchandise Dept. Bridgeport, Conn.

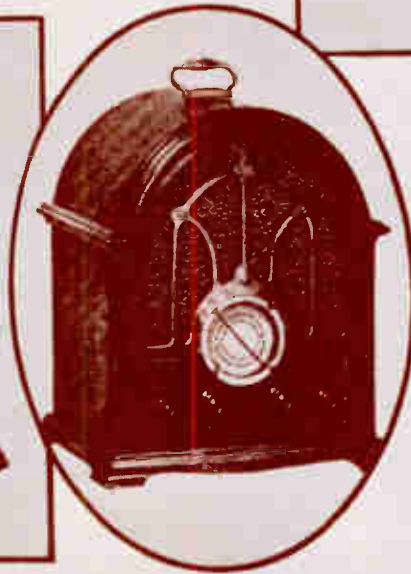
"Now is the time to buy"



MODEL K-85 (above)—All-wave deluxe console. A C superheterodyne. Covers American and foreign stations, police and aviation calls, amateur signals. Lists at **\$128.75**.



MODEL K-64 (center)—Dual wave table model. A C superheterodyne. Brings in American and foreign stations, aviation and amateur signals. Lists at **\$54.50**.



MODEL K-80 (left)—All-wave table model. With the same chassis and broadcasting range as Model K-85. Lists at **\$92.50**.

GENERAL  **ELECTRIC RADIO** 

ZENITH PRESENTS THE INSTRUMENT OF PERFECT MUSICAL RECEPTION

... *the Stratosphere*

★

25 Tubes

High Fidelity

\$750



★ This great instrument definitely proves Zenith leadership in the field of modern radio reception. You sell *musical perfection* in an instrument produced by engineers who have made the name of Zenith famous.

It is easily the greatest radio performer you ever have demonstrated. The *Stratosphere* has 25 tubes, 3 speakers (2 Concert Dynamics and 1 High Frequency) and 5 wave-bands. It has a tuning range sufficient to get American and all foreign stations.

Tune it in low volume . . . you scarcely can hear its voice across the average room! In full volume it is powerful enough to fill the vast space of any school, church or club auditorium.

Never once, from full to low volume, does the Stratosphere distort, or omit the rich, full warmth of every note that has come to the microphone . . . one mile or ten thousand miles away!

Triple Filtering, designed to filter out the sputter,

crackle and noise that comes with long distance reception, has reached perfection in the *Stratosphere*. Its benefit in modern radio reception is here most clearly demonstrated. All the fine points of Zenith engineering and construction are clearly evident in this great new instrument.

We invite your inquiry about the *Stratosphere*.

ZENITH RADIO CORPORATION
3620 Iron Street, Chicago, Ill.

ZENITH
LONG DISTANCE RADIO

EXPORT DIVISION—CABLE ADDRESS: ZENITHRAD—ALL CODES

ZENITH BRINGS YOU TWO NEW MODELS WITH *Split-Second* Tuning*

*Split-Second Tuning on the Zenith Airplane Dial is an extra hand . . . like the minute hand on a clock. It permits you to log and accurately relocate all foreign stations.



ZENITH MODEL 975 is a semi-highboy with full length sliding doors, cabinet heavily built for added resonance of tone.



ZENITH MODEL 970 is a handsome, luxurious console of modern design with center and lower panels of buff walnut.

If you've wanted a radio with something *extra* in the way of good looks . . . here it is! *Two* new Zenith Long Distance Radios with Triple Filtering *plus* Split-Second* tuning!

Check off their sales features: both have a 9 tube chassis, two 8" speakers, 3 gang condensers and a tuning range of *four wave bands* . . . from 545 kilocycles to 20500 kilocycles . . . triple filtering that sifts noise from foreign reception, and Split-Second* tuning.

Both are powerful, distance-getting sets that match anything in their price class . . . and a good many above them. *Both* carry the Zenith Guarantee Bond: *daily* short wave reception direct from Europe, South America or the Orient or money refunded!

In rich, dignified beauty few sets on the market can match these two new Zenith models. They're *built heavier*. They have the *appearance* of hand craftsmanship. Models 970 and 975 *look* like and *are* quality!

You'll clinch the sale with Split-Second* tuning on the Airplane Dial of these two models. Add them to your sales floor display.

**ZENITH
LONG DISTANCE
DOUBLET ANTENNA
SYSTEM**

Model DX—designed to improve foreign reception and likewise reduce man-made electrical disturbances . . . has no "dead spots." Provides noise reduction on both short wave and standard broadcast bands.



ZENITH RADIO CORPORATION, 3620 IRON STREET, CHICAGO, ILLINOIS

Notable Additions to a famous line!

ALL-WAVE Radio

HERE it is, now in production. Already tested by short wave experts, No. 68 has thrilled everyone. They are astounded that a set so sensitive can be so quiet; that its high sensitivity is so uniform, with no "dead spots" anywhere on the dial. They say its tone quality is a revelation, proving that short waves can compete with standard waves for entertainment.

They are amazed at its ability to "hang on" to stations that fade, as indicated by the visual tuning meter. They praise its easy operation; the large airplane dial; the long vertical-reading scales with the short wave broadcast channels and police channels clearly marked on the dial; the "SelectorLite" which illuminates only the portion of the dial in use; the dual ratio knob, permitting slow or rapid tuning without a gear-shift or any back-lash; the automatic antenna selector, for automatically connecting the best available aerial or doublet for standard waves or short waves. In short,

they tell us No. 68 makes short wave reception as pleasing and as simple as standard wave radio. Yet the No. 68 was not designed for short wave alone. It's an all-wave set giving splendid performance on standard waves. And the service man is quick to appreciate that here's an all-wave set in which every part is readily accessible. Desirable dealer territories and outlying distributor territories available. Write to Stromberg-Carlson's main office at Rochester, N.Y., or to the nearest branch office at Chicago, Kansas City, San Francisco, Atlanta, or Toronto, Canada.



NO. 68 ALL-WAVE RADIO, 10 tubes, Push-Pull Class A Triode Amplification, Output 15 watts, Automatic Volume Control, Visual Tuning Meter, Tone Control, Low Tone Compensation, Stromberg-Carlson's best Electrodynamic Speaker. Price, East of Rockies \$175.



SELECTORLITE DIAL

The dial is divided into four sections: 540 to 1500 Kc, the standard broadcast channels; 1500 to 4000 Kc, the police, aircraft and amateur channels; 4000 to 10,000 Kc, including the 49 and 31 meter broadcast bands; 10,000 to 25,000 Kc, including the 25, 19 and 16 meter broadcast bands and down to 12 meters. Only the section in which you are tuning is illuminated.



THE NO. 69 SHORT WAVE SELECTOR

Adds short wave, (1,500 to 25,000 Kc) to your present radio thus giving you all-wave reception.

For finest reception on domestic programs, the standard wave Stromberg-Carlson's are superior to any all-wave combination yet developed. This No. 69 Short Wave Selector used with a standard wave Stromberg-Carlson makes available high quality on short waves up to 25,000 Kc, including the 49, 31, 25, 19 and 16 meter bands and down to 12 meters. This also makes available the recent extension of the standard broadcast band between 1,500 and 1,000 Kc. Same short wave operating features as No. 68. Requires no change whatever in your present set. Equipped with 4 tubes. Price, East of Rockies, \$69.50.

"There is nothing finer than a Stromberg-Carlson"



1894

Stromberg-Carlson

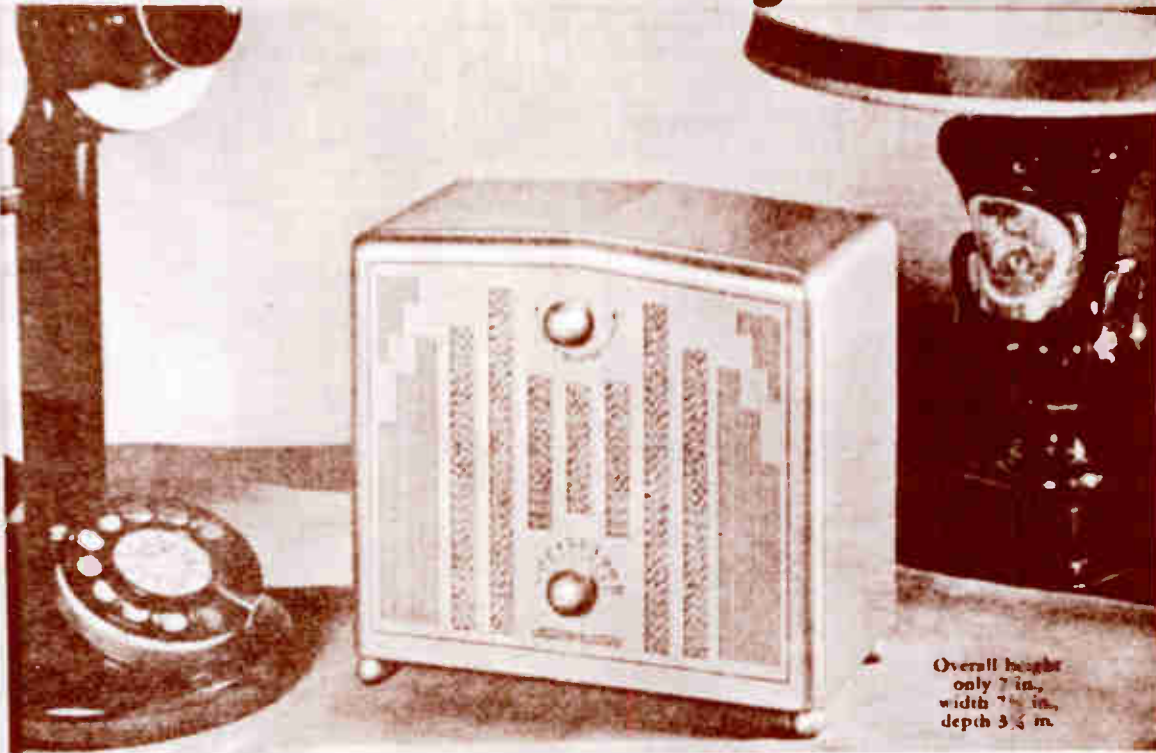
MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN FORTY YEARS



1934

SMARTEST SALES-MAKERS IN RADIO!

Book and Metal Midget Models



Overall height
only 7 in.,
width 7 in.,
depth 3 1/2 in.

8 Metal Midget Models

In Bronze—Gold—or Silver Models that in compact design—and beauty of finish, have no equal today. Silver or Bronze Models complete with tubes, 20-w. aerial wire, an concealed coil and 6-tube program cord, only

24⁰⁰

FOR USE ON ALL CURRENTS

Companion-Sets operate on
110 Volt—60 cycle
110 Volt—25 cycle and on
110 Volt—Direct Current
Also furnished with special
adaptor cords for use with
6 or 12 Volt Batteries
32 Volt Direct Current
220 Volt A. C. Current
220 Volt Direct Current

The smallest fine Radio on the market!

The use of metal cases has enabled Stewart-Warner to achieve a smarter, smaller design and more durable finish than would be possible with wood.

Both in beauty and performance, the superiority of this metal midget is outstanding. The reproducer, the same as used on the Book models, costs *twice* as much as those considered good enough for ordinary midgets.

The powerful, ingeniously designed circuit utilizes in a unique and effective combination the latest in tube

equipment: the 36, 39, 38 and 12Z3.

Police calls in *addition* to regular programs are brought in by this novel, compact, all-metal midget, which operates on either A. C. or D. C. current.

The trouble of overheating, encountered in ordinary midgets has been eliminated by a special "Heat Take-off" plug-in cord—an exclusive Stewart-Warner feature.

Get full details of Stewart-Warner Companion-Sets from your nearest distributor—or send coupon today.

STEWART-WARNER CORPORATION
1826 Diversey Parkway, Chicago, U. S. A.

R. H. 233

Please send me broadside illustrating all Companion-Set models in full colors, and give me the name of your nearest distributor.

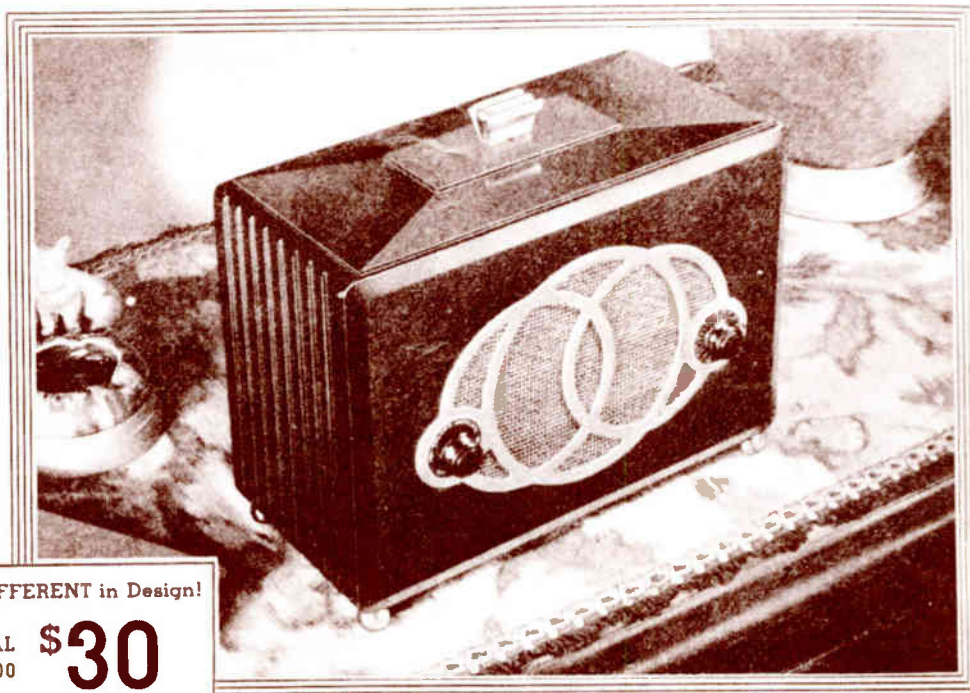
Name

Address

City State

RADIO

Built for PERFORMANCE COLONIAL



Really DIFFERENT in Design!

COLONIAL **\$30**
Model 300

COMPLETE

with R.C.A. Tubes and Built-in Aerial

[10 1/4" wide—8 1/2" high—
4 1/2" deep]

Designed in the popular contemporary style, this cabinet will immediately take the fancy of owners of modern furnishings, or of those who want to add a modern touch to a room. Constructed of satin finished ebony black Durez with polished chromium grille and trimmings. Here is a headliner for window display—advertising feature—SALES—and PROFIT!

(Prices slightly higher
West of the Rockies)

NOW . . . through the engineering genius of Dr. Fulton Cutting and his associates, every limitation commonly found in compact receivers has been overcome. Here is PERFORMANCE that will satisfy, even under the difficult reception conditions of the summer months. *Consult the nearest of the 76 Graybar branch houses for full details.*

COLONIAL RADIO CORPORATION
Buffalo, New York

1934

1935

MAJOR EVENTS IN HISTORY

1935

Social Security Act is passed.

Senator Huey Long of Louisiana is assassinated in Baton Rouge.

Humorist Will Rogers is killed in an air crash.

Amelia Earhart is the first woman to solo flight across the Pacific Ocean.

Pan Am begins Pacific flights with giant super plane, the China Clipper.

TOP SONGS

Songs From Porgy & Bess

Begin The Beguine

Cheek To Cheek

I'm In The Mood For Love

Lovely To Look At

TOP PLAYS

The Petrified Forest

Three Men On A Horse

Awake & Sing

Winterset

Dead End

Pride & Prejudice

ON THE RADIO

Vop-Pop

One Man's Family

Fibber McGee & Molly

Your Hit Parade

Lum & Abner

TOP MOVIES

Anna Karenina

Broadway Melody Of 1935

China Seas

Curly Top

Dangerous

David Copperfield

G-Men

The Informer

Les Miserables

Mutiny On The Bounty

Ruggles Of Red Gap

Top Hat

TOP BOOKS

Absalom, Absalom

William Faulkner

It Can't Happen Here

Sinclair Lewis

Life With Father

Clarence Day

Tortilla Flat

John Steinbeck

TOP MUSICALS

Porgy & Bess

Jumbo

Jubilee

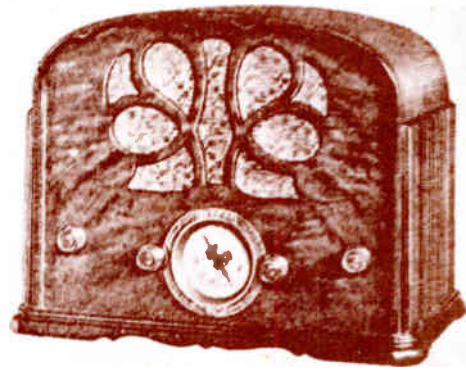
Earl Carroll's Sketchbook



Jim and Marian Jordan ("Fibber McGee and Molly")

1935

The
**STORY BEHIND
 THE NEW 1935
 FADA
 Radio**



MODEL 1462 D WORLD WIDE RADIO

6 tube AC-DC superheterodyne. Tuning range 550-1500 KC and 5.8-15.5 MC. Receives foreign stations with amazing clarity and volume. Features include—illumination airplane dial—full automatic volume control—variable tone control—phono jack—diode detection—8 tube performance—dynamic speaker. A small set that will outperform sets selling at twice its price.

Greater Profits!

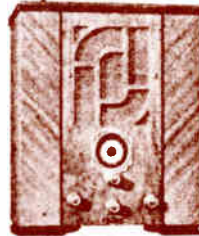
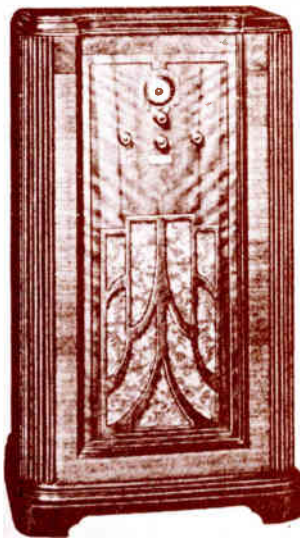
Legitimate competition means legitimate profits for the dealer—that is the story behind the FADA PROFIT LINE for 1935. The FADA franchise will be limited in each territory . . . and will be extended to dependable dealers only. The Fada Policy of PROTECTED PROFITS will be rigidly maintained.

Greater Values!

The New FADA Radio line for 1935, priced from \$19.95 to \$124.75, are without question the value leaders in their respective price classes. No slow moving models in the new FADA line. Every dealer's issued of quicker turnover and greater volume for every dollar invested.

Finer Quality!

The new FADA radios for 1935 embody every known advance in radio science and engineering. They are the result of 15 years' experience building fine radio receivers. The world wide models are guaranteed to bring in foreign stations with clarity and volume. You can offer your clientele nothing finer than a FADA Radio.



**Model 1452 A
 World Wide Radio**

Both of these sets contain the same chassis—5 tube AC superheterodyne with tuning range of 550 to 1500 KC and 5.8 to 15.5 MC. Features include—illumination airplane dial—full automatic volume control—variable tone control—phono jack—7 tube performance—dynamic speaker—diode detection. The cabinets are made from selected grain walnut. Both offer fine performance and exquisite beauty.

Model 1452 F—World Wide Radio

New Fada Compact Radios for 1935



Model 110 AM—1 Tube AC-DC
 Operates on any frequency. Model 110C radio. Slide carrying case can be furnished.



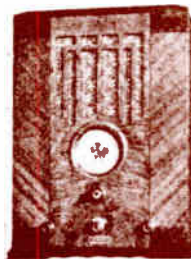
Model 130—5 Tube AC-DC
 Superheterodyne. Range 550-1700 KC. Features include 2 gang condenser and dynamic speaker.



Model 140—6 Tube AC-DC
 2 gang superheterodyne. Tone and volume control, extra sensitive and selective. Dynamic speaker. Operates on any frequency.



Model 150—5 Tube AC-DC
 2 gang superheterodyne. Range 550-1700 KC. Features include 2 gang condenser and dynamic speaker. 5 tube efficiency.



**Model 1470 C
 4-Band Radio**

Both of these sets contain the same highly efficient chassis 4 band with 7 tube AC superheterodyne with 2 gang condenser operated on 4 bands. The very latest world radio performance. Receives American, European, airplane, pulley ship, amateur and all short wave broadcasts. The console model features a specially constructed 12 inch speaker of superb tone quality. These two radios will set the new standards because they combine value and performance.



Model 1470 E—4-Band Radio

FADA RADIO & ELECTRIC COMPANY

Cable Address "FADARADIO"

LONG ISLAND CITY—N. Y.



9-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



7-tube Ferradyne Round-the-World receiver with all metal tubes. New Diffusalite Magic Dial.

GENUINE STEWART-WARNER
Craft-built **CABINETS!**

Your prospects will certainly "go for" these new sets. Not only do they have everything in "ear-appeal"—as a demonstration will quickly prove—but they have everything in "eye-appeal," too. They have been planned by some of the finest designers in the country. You will have to see them in *realiz* in order to appreciate fully how much beauty, grace and distinction have been attained by the marvelous matching of woods and the tasteful color harmonies.

In addition, the beauty of these cabinets has been enhanced by the new, improved Diffusalite Magic Dial, whose soft, luminous rays cast a beautiful lighting over the multicolor wave bands.

**STEWART
WARNER**
Ferrodyne **RADIO**



(Above) 7-tube Ferradyne receiver with all metal tubes. New Diffusalite Magic Dial.



(Below) 5-tube Round-the-World receiver.

Presenting

A STROMBERG-CARLSON *with*

TOUCH TUNING-SUPER CLASS A

AMPLIFICATION *and* HIGH POWER

at \$125.

TUNES your favorite stations by touch, or all channels with "free wheeling." Absolutely silent when tuning between favorite stations. Delights everyone with its restrained new-day cabinet. Reproduces with new brilliance gained by Super Class A Amplification and high power (15 watts). Covers the entire broadcast band, both channels of police calls, many amateur and aircraft stations. A new standard of comparison from a famous laboratory. **RADIO'S QUALITY LINE EXTENDED TO VOLUME SELLING.**

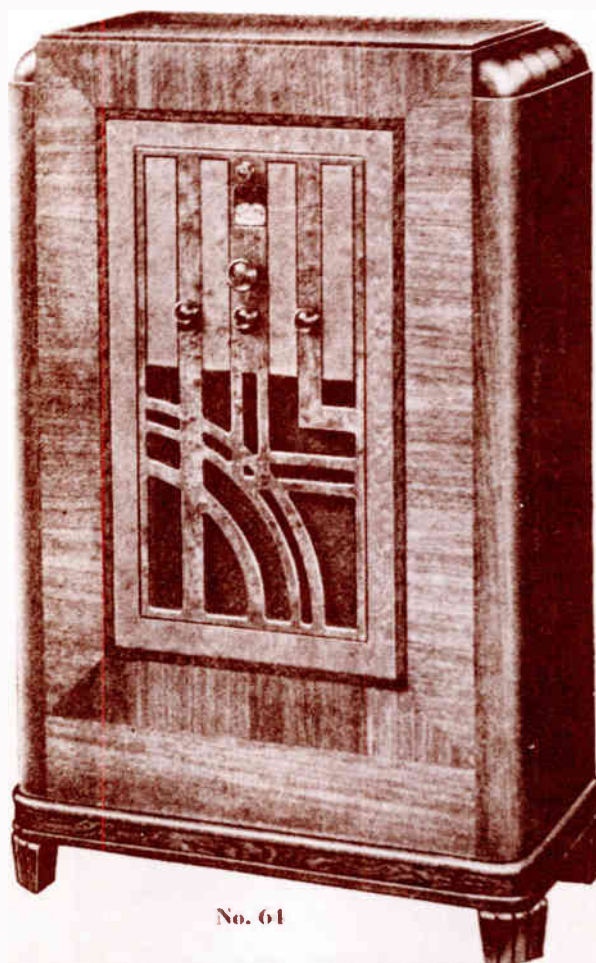
Stromberg-Carlsons range in price from \$79.50 (Automobile Radio) to \$592.50 East of Rockies.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Other Attractive New Models

NO. 56-R TE-LEK-TOR-ET Stromberg-Carlson's latest innovation. A console model with removable tuning mechanism, so that it may be operated either with or without remote control. The removable selector case of polished burled walnut gives control of every function of the radio. Touch Tuning of favorite stations. Modish cabinet of French Circassian Walnut, Tiger Wood and Carpathian Elm. A set whose unique versatility is very appealing. Price, East of Rockies **\$188.50**

NO. 59 RADIO The finest "straight Radio" (except Te-lek-tor) ever produced in the Stromberg-Carlson factories. Large-sized cabinet of solid walnut with doors, whose rich quality is unmistakable. Eleven-tube chassis built on a one-piece copper-plated framework. Seven-octave fundamental tone range, and all the operating excellence the experience of radio engineers can provide. Super Class "A" amplification and High Power (18 watts). An instrument for your finest trade. Price, East of Rockies **\$275**

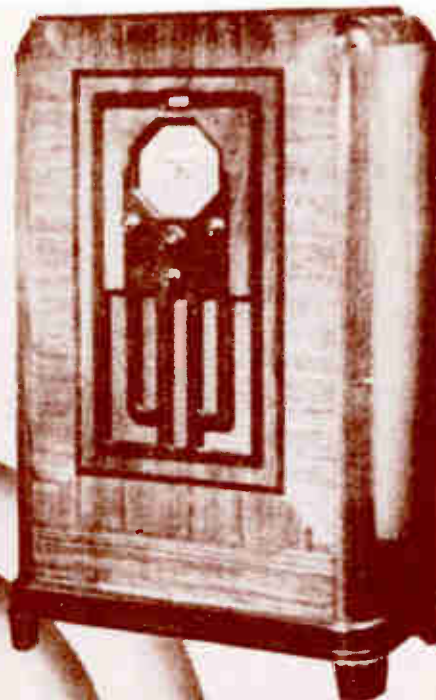


No. 61

"THERE IS NOTHING FINER THAN A STROMBERG-CARLSON"

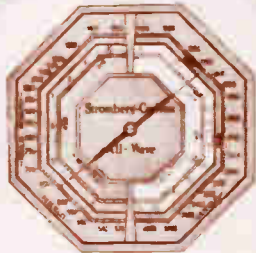
Stromberg-Carlson 

Send these
sets out
SELLING!



No 68
ALL WAVE
Price, East
of Rockies
\$185

View of the exclusive Stromberg-Carlson Selectorlite Dial showing one of the four tuning sections illuminated, indicating that the range switch is set for tuning in that section.



**EVERY ONE SOLD
SELLS MANY MORE**

Never before have there been radios that bring in so many unsolicited inquiries, for every one sold, as do these new Stromberg-Carlsons.

They are their own best salesmen. The superiority of the Selectorlite Dial and Dual Ratio Tuning Knob over any other all-wave tuning system is instantly apparent. Their Natural Tone on all wave bands thrills both the radio expert and the casual listener. The beauty and sturdiness of their cabinets makes them desirable in any home.

The No. 68-R All-Wave and the No. 60-H Short Wave-Broadcast Radio are outstanding highboys that are particularly appealing to women. Dealers wishing to build a profitable "repeating" business in the short wave season just ahead should investigate the unusual possibilities in the Stromberg-Carlson franchise.

Stromberg-Carlsons range in price from \$69.50 to \$985.00 (East of Rockies).

STROMBERG-CARLSON TELEPHONE MFG. CO.
ROCHESTER, NEW YORK



NO. 68-R ALL-WAVE
Covers from 140 to 27,000 kc. Push-Pull Class A Triode Amplification. Output 15 watts. Automatic Volume Control. Visual Tuning Meter. Tone Control. Low Tone Compensation. Unusually large, acoustically correct baffle. Height 48 1/2 in. Price, East of Rockies, \$225



NO. 60-H TREASURE HIGHBOY. Covers from 340 to 1750 kc and 5000 to 15,500 kc. Reception from all over the world. Sliding doors. Push-Pull Class A Triode Amplification. Automatic Volume Control. Tone Control. Height 47 1/2 in. Price, East of Rockies, \$135

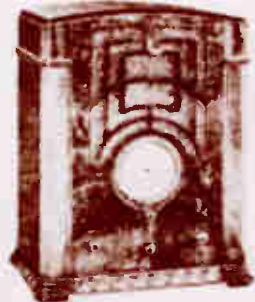
"There is nothing finer than a Stromberg-Carlson"

Stromberg-Carlson

RADIO RETAILING. March, 1935. Vol. 10, No. 3. Publisher monthly, price 10 cents. Subscription rates—United States and Central and South American countries, 22 cents a year. Canada, including mail, \$2.25 a year. All other countries 12.00 a year in 12 installments. Entered as second-class matter April 16, 1913, at Post Office at New York, N. Y., under the Act of March 3, 1879. Printed in U. S. A. Radio Retailing, (Macintosh), New York. Member of A.R. Member of A.R.C. Circulation 1111 in March 1935. Postmaster: This publication is published weekly except New York, N. Y. Printed by The Schenectady Press, N. Y.



Model 15—All Wave superheterodyne AC superheterodyne. 19 to 555 meters. Dynamic speaker. Automatic volume control. Walnut cabinet. List price, \$34.50.



Model 16—All Wave superheterodyne AC superheterodyne. 19 to 555 meters. Dynamic speaker. Automatic volume control. Walnut cabinet. List price, \$34.50.



Model 17—Police, amateur and regular broadcast. Five-tube AC superheterodyne. Dynamic speaker. Automatic volume control. Walnut upright table cabinet. List price, \$34.95.

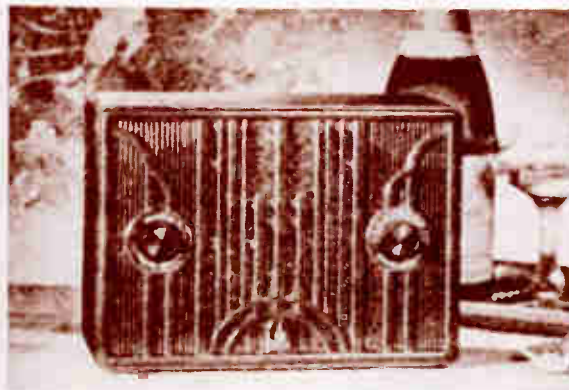


Model 18—Long and short wave broadcast AC DC superheterodyne. Dynamic speaker. Automatic volume control. Walnut upright cabinet. List price, \$34.95.

Meeting EVERY Radio Requirement in a Price Range of \$19.95 to \$99.50

Emerson Radio

Emerson Presents Outstanding Merchandising Opportunities for 1935



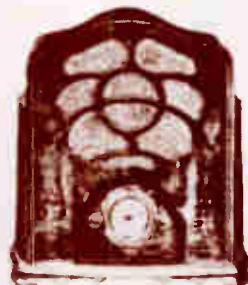
Emerson AC-DC "Miracle 6"

Six Tube Performance in a Compact

Model 19—the four tube superheterodyne sensation of the industry. Specially designed circuit employs dual-purpose tubes, iron core IF, automatic overload control, dynamic speaker and other big set features. Neat Bakelite cabinet. List price, \$19.95

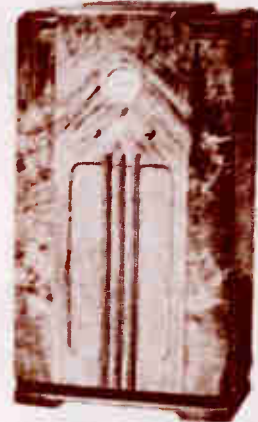
Model 17—Same as Model 19 in black cabinet with chrome trimming. \$23.00

Get Emerson's 1935 Proposition NOW



Model 49—Round the World six-tube AC-DC superheterodyne. 19 to 53 meters and 170 to 555 meters. Dynamic speaker. Automatic Volume Control. Walnut cabinet. List price, \$49.50

Ask about NEW Distributor Plan



Model 22—Round the World six-tube AC superheterodyne. 19 to 53 meters and 170 to 555 meters. Dynamic speaker. Automatic volume control. Walnut cabinet. List price, \$49.50.



Model 23—Round the World six-tube AC superheterodyne. 19 to 53 meters and 170 to 555 meters. Dynamic speaker. Automatic volume control. Walnut upright table cabinet. List price, \$44.95.



Model 24—Round the World six-tube AC DC superheterodyne. 19 to 53 meters and 170 to 555 meters. Dynamic speaker. Automatic volume control. Walnut midget cabinet. List price, \$38.00.



Model 25—Regular broadcast and police calls. Four-tube AC superheterodyne. Dynamic speaker. Walnut cabinet. List price, \$22.50.

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Avenue, NEW YORK, N. Y.

TONE-TESTED
RESONATOR

TRIPLE SPEAKERS

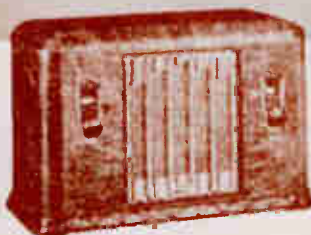
SUPER HI-FIDELITY

VARIABLE SELECTIVITY

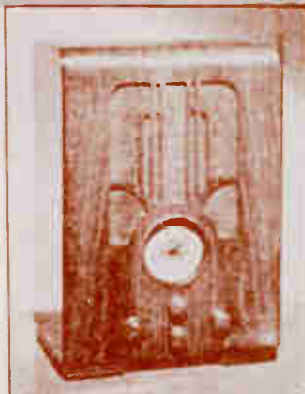
CLASS "A" POWER
AUDIO SYSTEM

Now! . . . GRUNOW THE LAST WORD

With the Amazing, Exclusive



Grunow Model 520—A really amazing performer for the AC-110 prospect in a cabinet that sets a new style standard in this field. Lists at **\$29⁹⁵** F.O.B. Factory.



Grunow Model 480—A distinguished roll-over top cabinet in walnut, housing a fine 5-tube all-wave receiver with full 24-18,000 kc. coverage. Lists **\$39⁹⁵** at F.O.B. Factory.



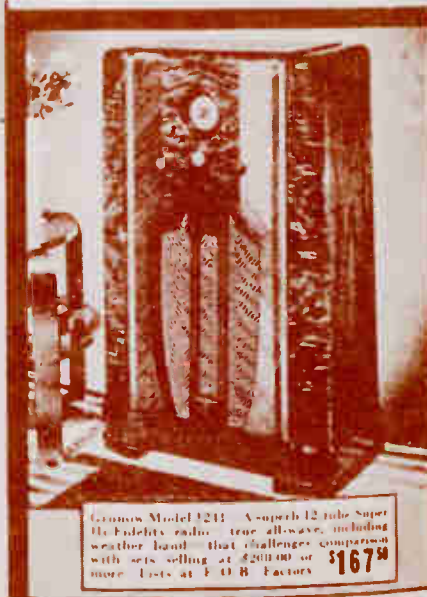
Grunow Model 470—A surprisingly powerful and selective 4-tube chassis with full 8-inch dynamic speaker in cabinet with front of matched half round walnut. Lists at **\$22⁹⁴** F.O.B. Factory.



Left, Grunow Model 761—A powerful 7 glass tube all wave radio, including weather band, in a cabinet of outstanding beauty. Lists at **\$87⁵⁰** F.O.B. Factory.



Grunow Model 611—Another outstanding Grunow value is this 6 glass tube all-wave radio covering 545-18,000 kc. in a beautiful roll-over top case. Lists F.O.B. Factory **\$59⁹⁵**



Grunow Model 1241—A superb 12 tube Super Hi-Fidelity radio—true all-wave, including weather band—that challenges comparison with sets selling at \$200.00 or more. Lists at F.O.B. Factory **\$167⁹⁴**

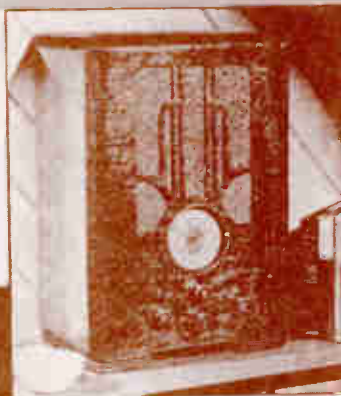
PRICES are slightly higher on the West Coast

NEW
Grunow
with **TONE-TESTER**
SEVERAL HUNDRED STYLES

COMPLETELY SHIELDED CIRCUITS • NEW METAL TUBES • SIGNAL-BEACON • NEW ALADDIN COLOR FLASH DIAL • AUTOMATIC ANTENNA RANGE SWITCH • AND MANY OTHERS

ENGINEERING CREATES IN MODERN RADIO TONE-TESTED RESONATOR!

ance, value . . . yes! But bigger still is the magic of true Super Hi-Fidelity tone perfection offered in the amazing new Tone-Tested Resonator. And, again we ask you to *look inside before you buy!* Because real value is built all through every Grunow set.

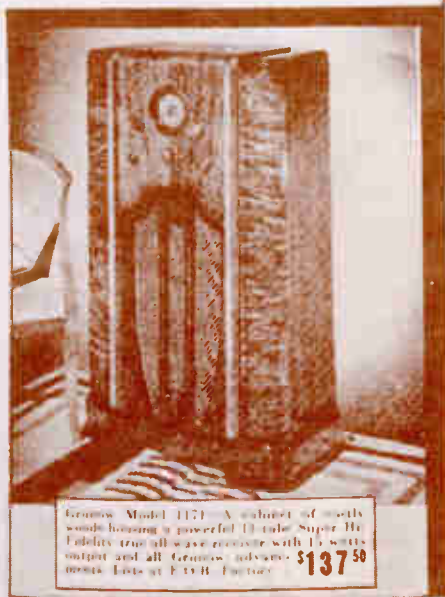


Grunow Model 640—The same powerful all-wave chassis used in Model 641. Lists at F.O.B. Factory **\$49.95**

Grunow Model 680—Same chassis as 681 in same cabinet as 680. Lists at F.O.B. Factory **\$59.50**



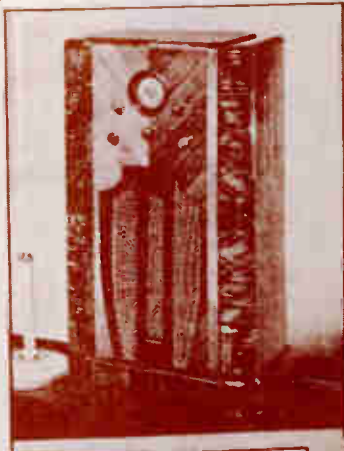
Grunow Model 581—A genuine all-wave receiver with a skip-band circuit, in a full-sized cabinet, worth of a radio selling for at least \$24.95 more. Lists at F.O.B. Factory **\$49.95**



Grunow Model 1171—A cabinet of costly woods housing a powerful 11 tube Super Hi-Fidelity true all-wave receiver with 15 watts output and all Grunow advances. Lists at F.O.B. Factory **\$137.50**



Grunow Model 681—Six metal tubes in a world-class radio covering 21.5-16,000 Kc. Lists at F.O.B. Factory **\$69.50**



Grunow Model 871—Eight metal tubes in a true all-wave radio covering weather reports, and including Tone-Tested Resonator, Aladdin Color Flash dial, etc. Lists at F.O.B. Factory **\$99.50**

Radio
RESONATOR . . .
CORP. - CHICAGO

Also a complete line of fine battery radios

Better performance than any other
Stromberg-Carlson under \$100!



\$187.50
(East of Rockies)

The NEW No. 82 ALL-WAVE

FEATURES

FOUR TUNING RANGES covering frequencies from 150 to 23,000 kc.
SELECTORLITE DIAL automatically indicates and illuminates the tuning band in use.
VISUAL TUNING METER shows exact tuning point and comparative signal strength of stations.
COMPLETE INDEPENDENT SETS OF TUNING COILS give same high sensitivity on all wave lengths. Idle coils are grounded.
AUTOMATIC ANTENNA SWITCH selects proper aerial for broadcast or short wave reception.
15-WATT CLASS "A" POWER OUTPUT for a wealth of pure Natural Tone volume, without distortion.
LOW-LEVEL TONE COMPENSATION keeps bass, treble and middle register tones in balance even at whisper volume level.

Yes—actually better performance than any previous Stromberg-Carlson under \$400—and in addition it is an All-Wave—housed in a large, luxurious cabinet.

An amateur, using this new No. 82 for the first time, actually brought in 73 foreign stations *at room volume*. He tuned in a distant weak station operating on the very next channel to a 50,000-watt station in his own city, without the slightest interference.

The cabinet combines size and beauty. Particularly attractive is the band of horizontally grained walnut which crosses the vertically grained sides and wings. The instrument panel is of walnut swirl, top and sides striped walnut. Height, 41 $\frac{1}{8}$ in; Width 27 $\frac{1}{8}$ in; Depth, 15 $\frac{1}{2}$ in. A radio that will crowd the old set out of the house.

Stromberg-Carlsons are priced from \$69.50 to \$985 (East of Rockies).

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Stromberg-Carlson

RADIO RETAILING: Mar. 1935, Vol. 22, No. 2. Published monthly, price 25c. copy. Subscription rates—United States and Central and South American countries: \$2.00 a year. Canada, including mail, \$2.50 a year. All other countries \$3.00 a year or 10 shillings. Entered as second class matter April 10, 1925, at Post Office at New York, N. Y., under No. 467 of March 3rd, 1925. Printed in U. S. A. Cable address: "Stromberg-Carlson, New York." Member of A.R.C. Member of A.R.C. Copyright 1935 by Mifco-Hill Publishing Co., Inc., 420 West 42d Street, New York, N. Y. Printed by The Intertype Press, N. Y.

World's Greatest Values in Radio Receivers for 1935

Each model of the 1935 Crosley line represents the utmost in beauty and performance in its respective price field. Therefore Crosley dealers give the most for the money in any price range from a beautiful table model at \$19.99 to a gorgeous console at \$99.50. The American-Foreign and 3-Band All Wave models are exceptional values. Your nearest Crosley distributor will give you full details.



THE CROSLY FIVER

Five Tubes . . . Superheterodyne . . . One Dual Purpose Tube . . . (6-tube efficiency) Illuminated Dial . . . Full Floating Moving Coil Electro-Dynamic Speaker . . . 540 to 1740 Ke. . . Standard Broadcasts and some police calls.

\$19.99
complete

AMERICAN-FOREIGN AND ALL WAVE MODELS at lowest prices



Sixty-One A. F.
Eight-tube effective, airplane type dial, automatic volume control, 3-rang tuning condenser, distinctive cabinet.
\$39.95



614EH 3-Band All Wave
Two double purpose tubes provide superb selectivity, sensitivity, and volume. Merely flip the tuning knob. Outstanding quality of tone and performance. Look in price.
\$49.95



Seventy-Two A.F. (Lowboy)
A 7-tube American-Foreign design receiver. Uses the famous "Seventy-Two A.F." circuit, outstanding performance from 540 to 1740 Ke. and 1500 to 16,000 Ke. Exceptional value.
\$59.95



614FA All Wave
A 7-tube American-Foreign design receiver. Uses the famous "Seventy-Two A.F." circuit, outstanding performance from 540 to 1740 Ke. and 1500 to 16,000 Ke. Exceptional value.
\$79.50

Sixty-Four MD (Lowboy)
Uses same chassis as Sixty-One A.F. Covers standard broadcasts from 550 to 1700 kc. and foreign broadcasts 5,800 to 16,000 Ke. Many distinctive features.
\$54.50



614PG 3-Band All Wave (Lowboy)
Uses same chassis as 614EH. Covers standard broadcasts from 540 to 1650 Ke. and amateur aviation 1650 to 3000 Ke. Foreign 5800 to 16,000 Ke.
\$65.00



Seventy-Two A.F. (Lowboy)
A 7-tube American-Foreign design receiver. Uses the famous "Seventy-Two A.F." circuit, outstanding performance from 540 to 1740 Ke. and 1500 to 16,000 Ke. Exceptional value.
\$79.50



614QB All Wave (Lowboy)
All wave model, the only one of its kind, covers standard broadcasts from 540 to 1740 Ke. and 1500 to 16,000 Ke. Exceptional value.
\$99.50



Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.

THE CROSLY RADIO CORPORATION

Home of "the Nation's Station" - W.L.W. - 500,000 watts - most powerful in the world - 70 on your dial.



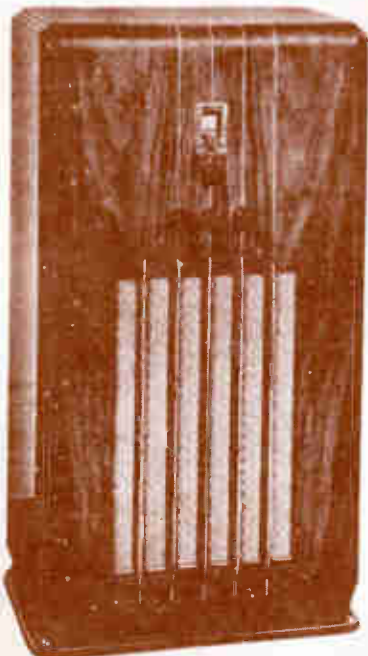
POWEL CROSLY, Jr., President

CINCINNATI

WHATEVER HAPPENS... YOU'RE THERE WITH A CROSLY
CROSLY RADIO

NEW FEATURES

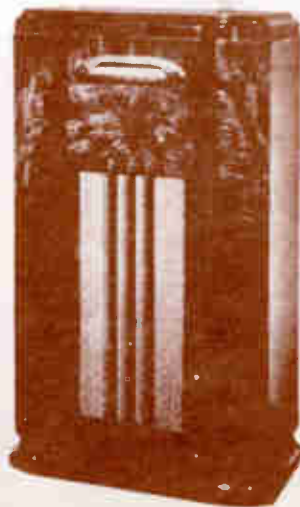
NEW PERFORMANCE



MODEL A-65 . . . An inexpensive two-band console that receives all standard broadcasts as well as short-wave, clearly and with excellent tone. New metal tubes. Its apartment-size walnut-veneer cabinet is dignified and simple, and represents the finest of modern design.



MODEL A-63 . . . A low-priced table model receiver which covers the entire standard broadcast band and also short-wave stations. New metal tubes. Clear reception. Excellent tone. The walnut-veneer cabinet is quietly but beautifully designed.



MODEL A-75 . . . A three-band console that you will be proud to own. The entire broadcasting and short-wave bands, as well as police calls and amateur signals are within its receiving range. New metal tubes. Brilliant performance. The beautifully modern walnut-veneer cabinet possesses a full measure of eye-value.

NW

This is the metal receiver by General Electric engineers. Its quality is **PERFORMANCE** and beauty in a radio receiver designed by **IN STEEL."**



MODEL A-82 . . . A top-quality model of rare cabinet design superior performance. The range of the receiver includes standard broadcast frequencies on foreign short-wave police amateur signals. It will handle an extra long wave-band in weather and abstract signals. New metal tubes. It is a beautiful walnut-veneer cabinet and can measure up to the size of any



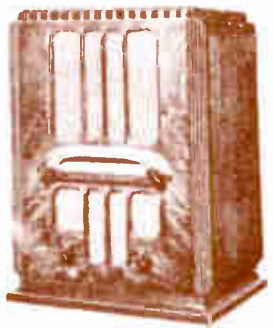
STABILIZED

"with the tube seal"

NEW VALUE • NEW SALES PEAKS

W!

Developed by General
so greatly to PER-
form an entirely new
metrically "SEALED



MODEL A-7 — A three-band table model covering the entire standard broadcast band and also the foreign short-wave frequencies. New metal tubes. Its walnut veneer cabinet has a rich and colorful design that lends a tone of conservative modernism to any home interior.



MODEL A-125 — A supreme instrument. Its five bands bring in practically everything that's on the air more clearly, more beautifully than any radio set heretofore developed. It is a receiver covering all standard broadcasts, foreign short-wave frequencies, amateurs, police, weather and aircraft PLUS an ultra-short wave band on which 2-way police conversations may be heard. New metal tubes. The modern console cabinet possesses a dignified simplicity that will harmonize with any style of interior decoration.



MODEL A-81 — A table model that provides excellent reception of standard, police and short-wave transmissions at an unusually low cost. New metal tubes. Its walnut-veneer cabinet possesses a distinctive charm that has met with widespread approval.

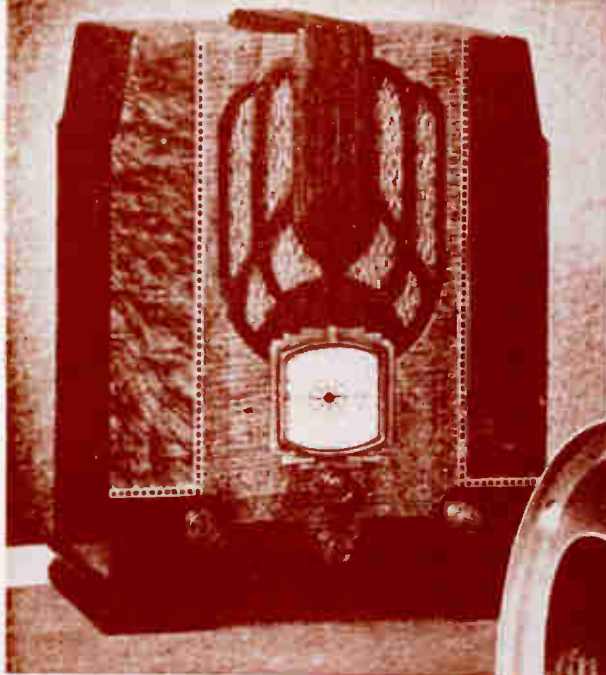


MODEL A-87 — A four-band console for those who demand above the average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82. New metal tubes. Unusual cabinet beauty makes this set a highly desirable addition to the furnishings of any home.

D RADIO sealed in steel"

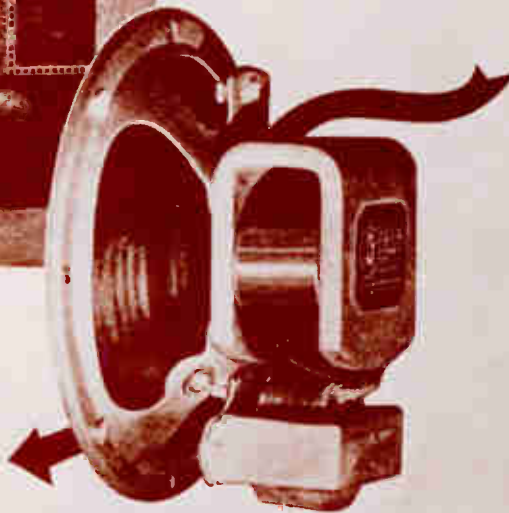


SPARTON



uses only
QUALITY
PARTS
IN THE NEW
MODEL 616

A six tube short wave and all wave four band superheterodyne featuring non-warping chassis construction to maintain perfect alignment—rubber floated condenser and chassis—illuminated airplane dial—three speed tuning and many other new and attractive developments. Of course, Sparton uses



the new
QUAM
QUALITY
ARMORED DYNAMIC

Where perfect adjustment must be maintained with maximum sensitivity, the super-sensitive QUAM ARMORED DYNAMIC is a necessity—the speaker with the stability of Gibraltar—the 1936 speaker!



**QUAM-
NICHOLS CO.**

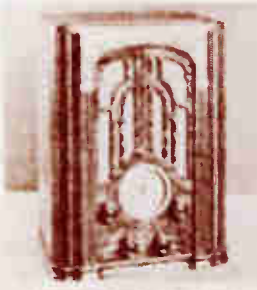
1623 West 74th Street
CHICAGO

1674 Broadway . . .
NEW YORK CITY

“AMERICA’S LARGEST SPEAKER MANUFACTURER”

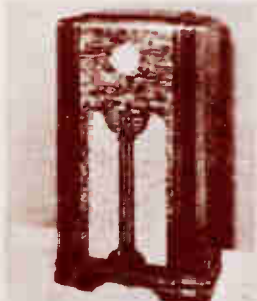
1935

NEW MERCHANDISE



1936 Atwater Kent Radios

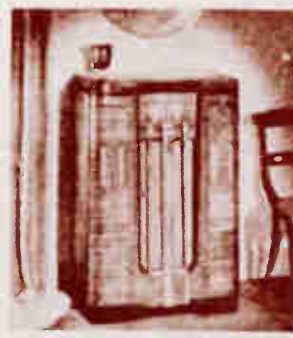
Model 817 is a 4 tube set with the latest type of A. F. amplifier and a 10" speaker. It is available in a table set, Model 817T, and a floor console set, Model 817F. Both sets are available in a variety of finishes, including mahogany, oak, and walnut. The table set is particularly attractive, with a large, clear speaker and a convenient carrying handle. The floor console set is a more compact design, ideal for smaller spaces. Both models offer excellent sound quality and are a true reflection of the craftsmanship and innovation of the Atwater Kent company.



Atwater Kent Model 817

tion, selectivity is made so keen that many more stations can be tuned in with ease and heard with clarity, a valuable aid to the shortwave fan. The balance of the line consists of the following: With 4 tube chassis, Model 184 table set, \$10-1712 ke., \$27.50. With 5 tube chassis (6A7, 4D6, 75, 42, 89) there are Model 545, upright table cabinet, \$40-1712 and 2200-7500 ke., \$39.50; Model 875F, floor console, \$10-18,000 ke., \$67.50; Model 425T, floor console, \$40-1712 and 2200-7500 ke., \$57.50; Model 753, upright table set, \$40-15,000 ke., \$49.00. There is also a 5 tube battery set, Model 285QT as a console and 415Q as a compact, using 100, 24, 30, 32, 32, tuning from \$10-1712 ke., \$54.50 and \$39.50, as well as

The Atwater Kent company has introduced a new line of radios, the Philco Radios, which are designed to meet the needs of the modern home. These radios are available in a variety of styles and finishes, including mahogany, oak, and walnut. They feature excellent sound quality and are a true reflection of the craftsmanship and innovation of the Philco company. The new Philco Radios are a must-have for any discerning listener.



Philco Model 654X

New Philco Radios

A complete line of radios, including the new Philco conversion chassis, the line of table sets of the Philco Radios and Television Set, Philadelphia, Pa., offers an exceptionally wide range and variety of models. Philco offers cabinet styles in mahogany, oak, walnut, maple, and birch. The new Philco Radios are designed to meet the needs of the modern home. They feature excellent sound quality and are a true reflection of the craftsmanship and innovation of the Philco company. The new Philco Radios are a must-have for any discerning listener.

Salient features include: Program control by which every program is brought to the listener at its best by simply turning the program control to the proper point; automatic aerial selector; precision radio dial; shadow tuning; high fidelity audio system and acoustic clarifiers. Two models in particular offer unusual convenience. The remote control model has an end table tuning cabinet with the program control from a separate console type speaker placed across the room. The chair-side model is in one unit. The speaker opening faces the chair and the inclined sounding board is so "curved back" as to direct all sound up to the ear of the listener. Among the cabinet designs are two models known as All Period models because they combine the distinguishing features of various periods of furniture (except modernism) without being definitely of any one period. Dial and instrument panel are concealed beneath the top lid of the cabinet. In designing and constructing this new



Philco Model 654L

The Atwater Kent Model 817 is a 4 tube set with the latest type of A. F. amplifier and a 10" speaker. It is available in a variety of finishes, including mahogany, oak, and walnut. The table set is particularly attractive, with a large, clear speaker and a convenient carrying handle. The floor console set is a more compact design, ideal for smaller spaces. Both models offer excellent sound quality and are a true reflection of the craftsmanship and innovation of the Atwater Kent company.



Fada Models 150CA, 160CA

A new console has been added to the line of the Fada Radio & Electric Co., Long Island City, N. Y. It is available with either five-tube chassis using metal tubes or six-tube chassis using metal tubes throughout, listing at \$59.95 and \$69.95, respectively. Both chassis cover world wide tuning range. This is a 40-in. cabinet incorporating a large dial of special design. A 10-in. dynamic speaker is used in connection with either type chassis. Both of the chassis are available in a table type cabinet listing \$39.95 and \$52.95. — Radio Retailing, December, 1935.

Price, 1935

NEW MERCHANDISE



Horn Models N & PR

Horn 1936 Line

Something really new in radio design is the round or "tubular" radios and radio-phonograph combinations just brought out by Herbert H. Horn Radio Mfg. Co., 1261 So. Olive St., Los Angeles, Calif. May be had in a black walnut cabinet with fluted segments or in a white cabinet of similar design. It is a 6-tube superheterodyne using all metal tubes and covers from 5.6-17.50 kc. and 5.3-18 mc. As a straight radio the price is \$89.90 and with phonograph adjustable electric turntable the price is \$109.90.

Horn's "Mirror" table models



Horn "Mirror" Radio

are also striking in appearance. This set may be had in walnut inlaid with Belgian bronze mirrors, in white antique finish inlaid with blue mirrors, or in pure white with silver mirrors. It is a 6-tube super. \$29.90.

Horn also makes three compact table models, two of which have the "equi-diffusion" type



Horn Model 9MT1

speaker placed at the top of the cabinet. Two set shortwave calls and one is a straight broadcast set. Prices range from \$19.90 to \$34.90.

Two upright table sets are also available both equipped to

receive shortwave calls and use metal tubes. \$19.90 and \$29.90. These compact models are included in our line and made of brass with inlaid with a choice of finishes. The price is from \$19.90 to \$34.90.

The "Fruitcake" is an all-way set and carries phone gram equipped with additional features which will be either 10 or 12-tube model. The radio is reconstituted into a small turntable. \$129.

The company also makes two auto radios with an attachment to make the instrument panel of any car. They come in two models with the standard style, radio model, \$72.50 and \$119.90. Radio Retailing, November, 1935.



Case Models 510 and 710

Case Radios

A new cabinet has been added to the 1934 line of Case Radios made by the Case Electric Corp., Marion, Ind. With a 5-tube chassis this will be known as Model 515, \$49.95, and with a 7-tube chassis it will be known as Model 715, \$69.50.

Other models in the line include 510, a table model with five tubes, \$39.95; 710, a 7-tube table model, \$55; 715, a 7-tube console, \$79.50; 718, a 7-tube console, \$69.50; 1015, a 10-tube console, \$99.50 and 1017, a 10-tube console with three speakers, \$124.50.

All Case sets are equipped with the "Tell-Time Jumbo



Case Model 1017

Dial." This dial has one-way clock hands moving over a full circle of 360 deg., making tuning in of shortwave foreign stations quite simple. The 8-in. dial face has lateral ray "phantom" illumination. When the set is in operation the glass face glows with a phosphorescent light over its entire surface. The numerals stand out sharp and clear. All Case sets use metal tubes.—Radio Retailing, November, 1935.



F-M Model 114

Fairbanks-Morse 1936 Sets

Three additions have been made to the new line of radios offered by Fairbanks-Morse Home Appliances, Inc., 433 S. Green St., Chicago.

Both the fundamental tone and overtones are reproduced with greater fidelity. Fairbanks-Morse engineers say making the 3-d. disc more low frequency like like.

The table models consist of:



F-M Model 11050

4015, 4 tubes, 1 band; 5619, 5 tubes, 2 bands; 6616, 6 tubes, 2 1/2 bands; 7117, 7 tubes, 3 bands; 9018, 9 tubes, 4 bands; 4115, 4 tubes, 1 band; 6416, 6 tubes, 2 1/2 bands.

In the console line there are: 5645, 5 tubes, 2 bands; 6645, 6 tubes, 2 1/2 bands; 7146, 7 tubes, 3 bands; 9047 and 9048, 9 tubes, 4 bands; 11049 and 11050, 11 tubes, 4 bands; and 6445B, 6-tube battery set, 2 1/2 bands. The 6, 7 and 9-tube table models and the 6, 7, 9 and 11-tube console models use metal tubes.

All the table sets are of the upright type and all consoles are of down-to-the-floor construction. Both table and console models are designed along conservatively modern lines.—Radio Retailing, November, 1935.



F-M Model 7117

"Universal" 32 and 6 Volt Sets

These 32 and 6 volt radio sets, which both contain and control tubes, may be obtained from the Universal Battery Co., 1267 N. Fourteenth Avenue, Brooklyn, N. Y.

The 32 volt set is a 6-tube radio equipped to carry from a 22 volt power plant. Also equipped with a 6 volt set and a 6 volt power plant. Also equipped with a 6 volt set and a 6 volt power plant. The 6 volt set is an improved



Universal Models 72A6 & 72B2

superhet to a best walnut cabinet. Both the 3 and 6 tube sets do not require B-batteries.

The 7 tube radio, with special B power "step up," has three band tuning, full range tone control and a.v.c. Available in both mantel and console type cabinet.

The 6 and 7 tube receivers come in both the 32 volt and 6 volt types with full vision color band selection, airplane dial.

Both extended broadcast and allwave models are included in the line. The prices range from \$27 to \$74.

Universal's allwave aerial designed especially for these sets is \$5.—Radio Retailing, November, 1935.



Universal Models 72B2 and 72A6

Superior Cabinets

A most complete and comprehensive line of cabinets of modern and period design as well as a number of models of conventional design is announced by the Superior Cabinet Corp., 3611 Fourteenth Avenue, Brooklyn, N. Y. Twenty different styles to suit every need are available.—Radio Retailing, November, 1935.

November, 1935



Kadette "Sixty Six"

A new wave table radio set in a cabinet of striking modern design has just been placed on the market by the International Radio Corp., Ann Arbor, Mich. The elegant control knobs and highly polished base in black epoxy finish provides a smart and pleasing contrast to the golden walnut of the cabinet. Horizontal grille openings in a most unusual design lend the modernistic touch.

This set covers from 550-1,600 kc. and 70-18.5 meters. The dimensions are 12x8x9 in. \$19.95.—*Radio Retailing*, November, 1935.

Two New GE Metal Tube Sets

Two new models of 5A tube radios, and a 5A tube table radio, are announced as available for the use of metal tube sets by the General Electric Co., Bridgeport, Conn.

Each set has two bands for standard broadcast and short wave reception and is equipped with the new stylized diamond speaker and sliding rule tuning scale. Cabinets are modern modern design of hand rubbed walnut. The two kc. and 5400 to 18,000 kc.—*Radio Retailing*, November, 1935.



Trav-Ler Model 41

Trav-Ler Radios

Advertised as the world's smallest radio, the de luxe 4 tube ac-de set made by the Trav-Ler Radio & Tel. Corp., 1928 W. Van Buren St., Chicago, comes in a smart cabinet finished the same back and front. It has new type illuminated wrist watch meters, covers from 175 to 550 meters. \$17.95.

Another popular number in this line is the Model 53 upright table set, three bands, 5 tubes, \$34.50.

The complete Trav-Ler line includes several compact table sets ranging in size from a 4 tube ac-de model to a 5 tube



World Radios

A custom built all-wave super-heterodyne, known as the "587/584" has been placed on the market by World Radio, 1972 Atlantic Ave., Brooklyn, N. Y.

It covers a frequency range of from 17 mc. to 520 kc. or 17 mc. to 140 kc. The circuit uses two oscillator stages and a novel interstation-noise suppressor system. One of the features of this set is the "Detector Light Dial"—a rotating light indicator showing simultaneously the waveband and the presence of the station when tuning the receiver.

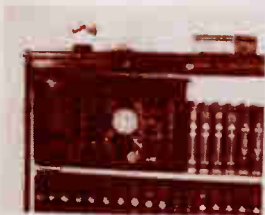
This chassis is available in modernistic table cabinets, low-boy console or phonograph combinations.—*Radio Retailing*, November, 1935.



Trav-Ler Model 51

Emerson Clock Radios

Something quite new in radio, shown for the first time at the New York Show, is the clock radio of the Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City. It is finished the same front and back



S-C "Bookshelf" Radio

The new "bookshelf" table set of the Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., is meeting with unusual acceptance. As the name indicates, this set fits nicely on a book shelf—see illustration.

The set is known as model 41-H and uses the new metal tubes and as far as the chassis is concerned is like the other standard models in the 41 metal tube series. The dimensions are 11x14x12. Wave length coverage is from 14 to 1,100 kc. and 5,000 to 18,000 kc.—*Radio Retailing*, November, 1935.



ICA Adapters for 8 Prong (Octal) Metal Tubes

With the ICA adapters brought out by the ICA Corp., of America, 25 Park Pl., New York City, the entire series of ten new 8 prong metal tubes can be used in existing tube sockets. Also, wherever indicated, they may be used to replace glass type tubes in the radio receiver sets. The corresponding metal type tubes.

It has been found necessary to use as many as six adapters to test the entire series of 10 new metal tubes, so that each metal tube may be tested in each of the corresponding glass tube sockets. It is most closely similar in the matter of electrical characteristics. The ICA adapters permit wire test leads and cathode voltages to be applied, with the result that a more accurate check of the tube is obtained.—*Radio Retailing*, November, 1935.

Amperite Line Voltage Control

Complete installation of the self-adjusting line voltage control of the Amperite Corp., 541 Broadway, New York City, can be made in about five minutes. The proper type Amperite is connected in series with the current supply line and secured anywhere inside the radio cabinet.

All Amperite for regulating automobile sets is also available at the same price.—*Radio Retailing*, November, 1935.

New AK Doublet Antenna Kit

Following the introduction last year of a doublet antenna kit the Atwater Kent Mfg. Co., Philadelphia, Pa. has announced a new kit at a reduced price. In performance and design it is identical with the former, which will be discontinued. The new antenna, however, is completely assembled to facilitate installation. The parallel transmission lines are soldered to the antenna and the center insulator and antenna spacers are attached to the antenna and lead in.

Kit sets which are not provided with doublet antenna components, a doublet insulator is available.—*Radio Retailing*, November, 1935.



Cram Illuminated Shortwave Globe

An authentic, detailed map in colors showing all the shortwave stations with call letters may be obtained from the George F. Cram Co., 32 E. Georgia St., Indianapolis, Ind.

The unusual feature of this globe is the fact that it may be illuminated. A switch converts it into a glowing ball making it easier to read and adding to its decorative appearance. Base is finished in Venetian bronze with gold high-lighting. Retail price, \$5. Supplied to dealers for around \$2.50. These globes make excellent premiums and are useful for promotion purposes, etc.

In addition, the Cram Co. makes a complete line of globes in the 7, 9 and 12 in. sizes.—*Radio Retailing*, December, 1935.

1936

MAJOR EVENTS IN HISTORY

1936

King Edward VIII of England abdicates the throne to marry the American woman he loves.

The Spanish Civil War begins.

Bruno Hauptmann, kidnapper of the Lindbergh baby, is executed.

Germany, Italy and Japan sign Tripartite Pact.

Life magazine is founded.

Roosevelt defeats Landon in the greatest landslide in U.S. history.

Germany enters Rhineland – Italy conquers Ethiopia.

Boulder Dam and Triboro Bridge (N.Y.C.) are completed.

Lindbergh warns of Germany's growing air power.

TOP MOVIES

Anthony Adverse

Dodsworth

The Great Ziegfeld

The Green Pastures

Modern Times

Mr. Deeds Goes To Town

San Francisco

Story Of Louis Pasteur

A Tale of Two Cities

ON THE RADIO

Top Personality – *Kate Smith*

Gang Busters

Major Bowes' Amateur Hour

TOP SONGS

It's A Sin To Tell A Lie

Moonlight & Shadows

Pennies From Heaven

Organ Grinder Swing

Shoe Shine Boy

Stompin' At The Savoy

There's A Small Hotel

It's D'Lovely

TOP MUSICALS

On Your Toes

Red, Hot and Blue

TOP PLAYS

Brother Rat

Stage Door

Idiot's Delight

The Women

TOP BOOKS

*How To Win Friends
And Influence People*

Dale Carnegie

Inside Europe

John Gunther

Drums Along The Mohawk

Walter D. Edmonds

Gone With The Wind

Margaret Mitchell

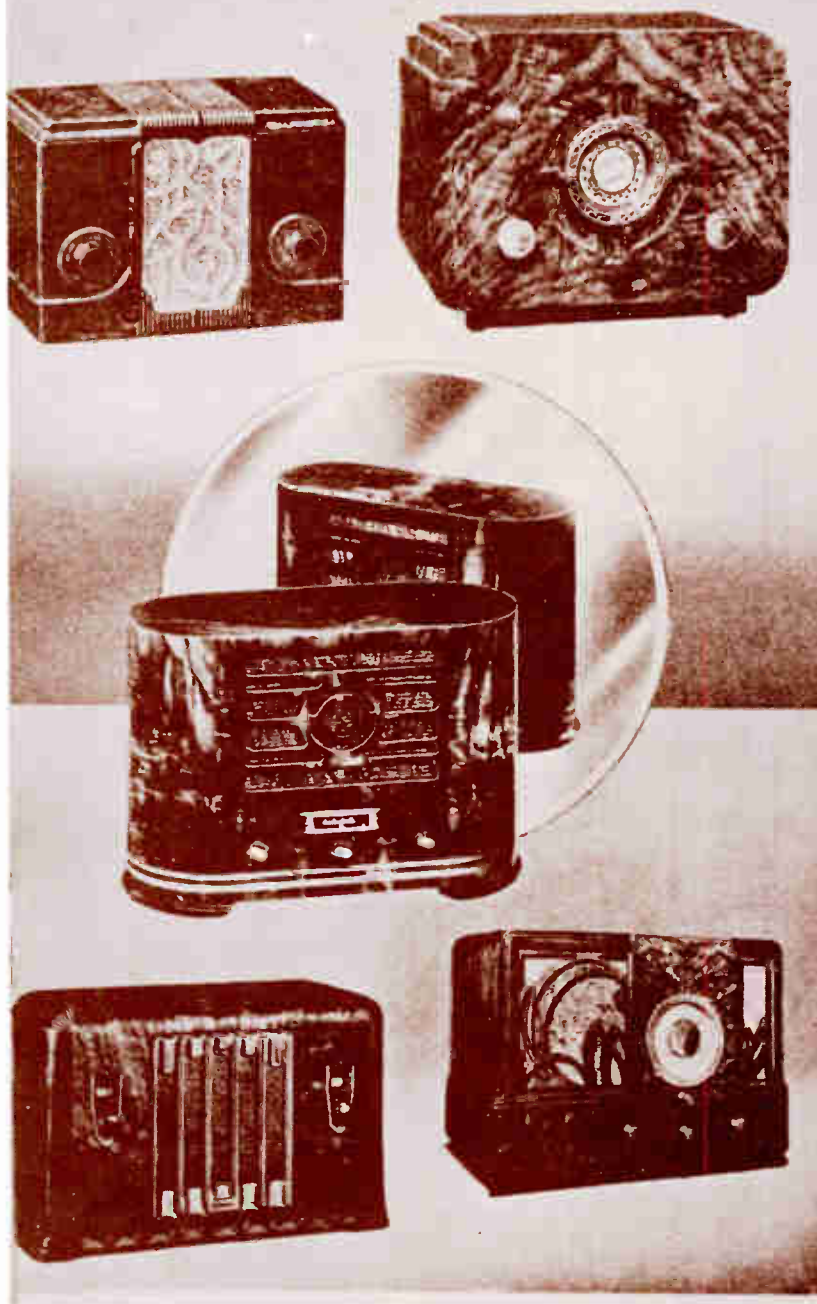


Bing Crosby with the late Bob Burns on the "Kraft Music Hall"

1936

Eye Appeal

1936 RADIOS HAVE IT



will be made during the holidays. The average table model sold last year cost \$44.95, while the average battery set sold last year cost \$22.95. The average price of a battery set last year was \$24.95, while the average price of a table model was \$44.95.

The average price of a battery set last year was \$24.95, while the average price of a table model was \$44.95. This appeal to the consumer is a reflection of the new radio market.

MODELS

The picture will have more models available from this year for the average set has 14 (10 last year). This includes 5 models for about \$10 (10) and 9 table types (6 last year). The tendency to produce more models in preparation to compete for the new season.

BATTERY SETS

More companies appear to be interested in battery sets. 49 per cent of all makers producing them as compared with 38 per cent shown in our September, 1934, analysis. Another prominent increasing trend is seen in the production of battery models with built-in battery by 19 per cent of the field, while only two companies had such offerings last year. About the same attention is paid to 32 volt sets, 18 per cent as compared with 15 per cent a year ago. But those companies that make such sets appear to be giving the retail purchaser more variety with respect to models.

Improvements in farm district economies have obviously stimulated radio manufacturers to greater interest in this business.

COMBINATIONS

Less interest in photographic combinations is evidently expected. Or set makers prefer to concentrate on volume items at lower lists. For 16 per cent of the producers include combinations in their new lines as against 25 per cent last year. Automatics similarly drop from 13 per cent to 8 per cent, with concerns specializing in this particular type of business putting more steam behind it than those producing diversified lines.

AUTO-RADIO

More auto-radio business in the specialists is, perhaps, indicated by a slight decline in interest in this type of merchandise among home set makers. Forty-four per cent of all companies

Eye

1936 RADIOS

*Models like these . . .
convenient and more
powerful stimulant for*

DESIGN TRENDS

WHAT kind of radios will the fickle public buy this season? How much will the consumer be willing to pay?

No one can be quite certain just how the wind blows until the season is well under way. But we can determine, by analyzing the specifications of new lines appearing in the following pages, what manufacturers think the public wants.

METAL TUBES

Extremely interesting facts come to light concerning the popularity of metal tubes among designers. Sixty-two per cent of all companies listed use them in one or more sets, generally sticking to glass rectifiers even where metal is used in other sockets. One manufacturer uses them exclusively in every model.

A larger number of manufacturers still use standard glass tubes exclusively than we had imagined, 38 per cent of them to be exact. Either these makers were caught with production too far advanced to switch or prefer to avoid any possibility of "bugs" or delivery holdups.

Glass tubes with metal bases are found in 8 per cent of the new lines. We predict that the number of sets will increase as the season advances. An increase in the number of sets of metal type is also to be expected as models are added to the pre-season list.

Obviously, the bulk of the producers

Appeal

HAVE IT

more efficient, more beautiful . . . are a the replacement market

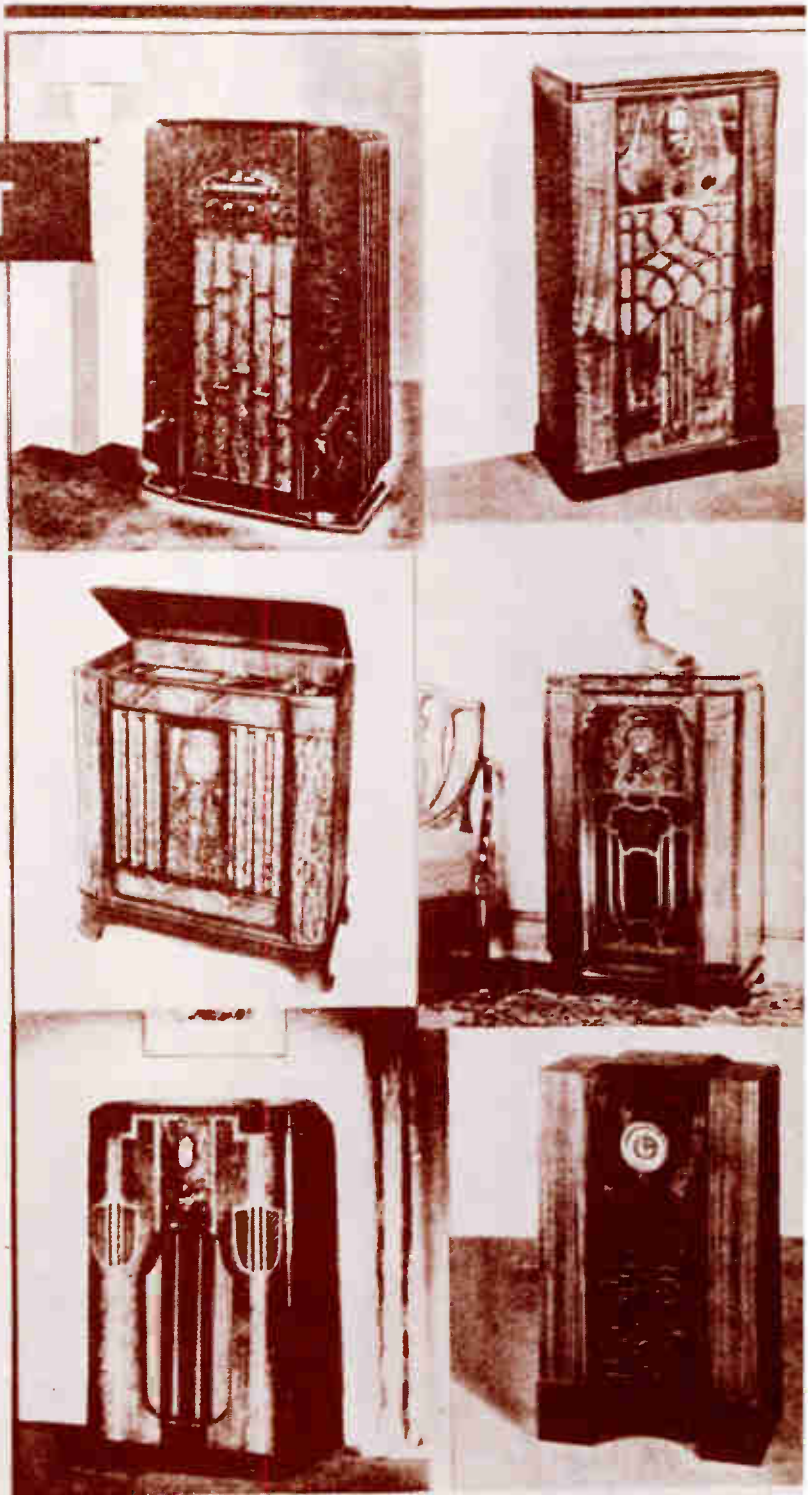
has been sold in at least the two-
decade advantage of the first radio-
set. But they have found it necessary
yearly to discuss with them in
some models at this time, to further
improvements.

Most sets are not available for use
in 2 volt battery operation. And new
models are not introduced
and the spring, as due to expense, in-
cluded in our fittings, now the limit
also. Thus the proportion of models
using metal tubes seems relatively low.
A fairly set of both the set and base
parts are included in the analysis. Of
more than 800 models listed for ex-
hibit, the 11 per cent use the GE-type
tubes exclusively. Seven per
cent use both metal and glass tubes in
the same chassis. Another seven per
cent use glass tubes with the usual base.
And 27 per cent of all the remaining types
use either one or the other glass tubes.

It is more significant to determine
that percentage of new sets, or set-
base sets, offered use metal tubes in
one or more sockets, mounting 2 volt
battery sets, regardless of the type of
the chassis. Practically 21 per cent of
them do, a figure sufficiently high to
indicate high interest when the list data
of both the metal tubes were considered
a single line consideration.

PRICES

Now let's check price trends. The
average radio set, \$106.75N is a
factual increase over last year, mini-
mum amount visibly "setting" that these

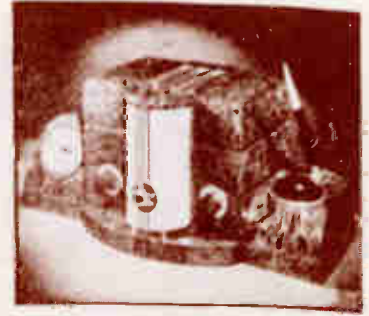




IT'S THE TOP — This novel design may start a trend. (Spartan)



NEW AND DIFFERENT — Speaker grille and control panel contrast nicely. (Spartan)

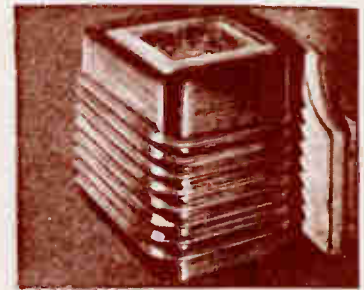


FOUR IN ONE — New radio, clock, writing set and desk laptop combination. (Spartan)

EYE-CATCHERS



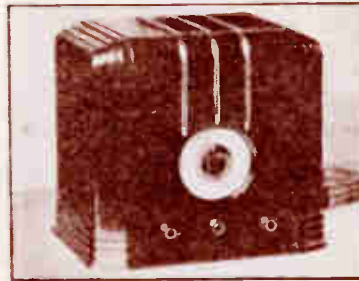
ARM CHAIR RADIO — But isn't it difficult to tune, lady? (Spartan)



DOUBLE UTILITY — This chair-side set has a compartment for magazines or what have you? (Zebar)



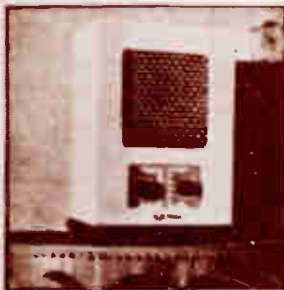
STYLED PORTABLE — Clean, artistic design is not confined to home sets. (Spartan)



BAKELITE AND CHROMIUM — Here's an effective modern offering. (Spartan)



SKYSCRAPER MOTIF—This twin-turreted console should stop traffic. (Stromberg-Carlson)



SET IN WHITE — Attractive in the kitchen, bedroom or modernistic homes. (RCA Victor)



ROUND AND BLACK — Both color and shape are unusual. (Wilson-Gay)

The NEW -- 1936 Emerson

with the New METAL TUBES



Emerson "Duo-Vox" AC-DC Model 107
6-Tube Three-Band—Incorporating METAL TUBES—American and Foreign Receiver. Sensational new type—continuing front and back design. Three-band Automatic Volume Control, Tone Control, Color-matched Illuminated Dial, Shock-mounted Variable Condenser, Telegraphic Interference Trap, Capacitive Filter, Dust-proof Dynamic Speaker and other advance features. Cabinet of hand-rubbed matched American Butt Walnut with mahogany inlay, 10 1/2 in. high. Listed by Fire Underwriters' Laboratories. List price with RCA tubes **\$44.95**

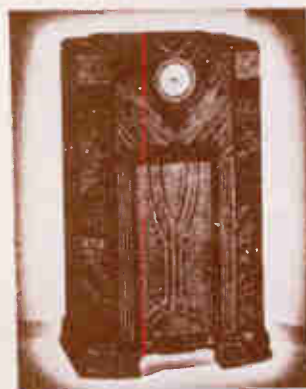
**"Re-Creates the Artist
in Your Home"**

A Revolutionary Advance in Radio Construction. Makes Every Emerson Radio a Laboratory Model.

Emerson "HARMONIZED UNIT" Radio is radio with every vital and critical unit of the set especially designed and brought into harmonious relationship with all other parts of the receiver. It is pre-built in accordance with the principle that no chain is stronger than its weakest link. If the individual units are right, the completed set MUST be right. Then the broadcast impulses flow uninterrupted through the perfect circuit. Artificial, metallic sounds give way to true voice and instrument modulations.

Emerson "HARMONIZED UNIT" Radio, like a high-precision timepiece is a sub-assembled group of pre-constructed units. Each is tested and proved-in-advance, each is open to visual chassis inspection and each combines with the others to produce a perfect replica of the laboratory model.

NOTE: Prices slightly higher in West and South. Full distributor and dealer details now available.



HIGH FIDELITY . . . Model 105
American and Foreign Receiver
Complete Wave Band—16 to 550 meters. 11-tube AC Superheterodyne using 10 METAL TUBES. "Micro-Selector." Auditorium speaker, 15-watt output. Deluxe Walnut cabinet. List price complete **\$129.95**



COMPLETE WAVE BAND
—16 to 550 Meters . . . Model 102
American and Foreign Receiver
8-tube AC Superheterodyne. 6 METAL TUBES. "Micro-Selector." 7-watt output. Walnut cabinet. List price complete. **\$89.95**

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Ave., New York, N. Y.

MORSE RADIO

COMPLETE LINE INCLUDES A. C. AND FARM SETS—
the sweetest engineering jobs you ever saw



Model 91-C-4: Turret-Shielded, 9-tube superheterodyne with Tone Projector, Oversize, Turret-Shielded chassis, Metal tubes, Semaphore dial, Tunes American and foreign stations, police, aviation, and amateur conversation. Tuning range, four bands, including ultra short-wave. Dimensions: 42 in. high; 26 in. wide; 13 in. deep.



Model 12-C-6: 12-tube superheterodyne Turret-Shielded console, Four projector, Metal tubes, Semaphore dial, Concert Deluxe dynamic speaker, Tunes American and foreign stations, police, aviation, and amateur conversation. Five wave bands, including ultra short-wave and long-wave weather band. Dimensions: 43 in. high; 27 in. wide; 15 in. deep.

New TURRET SHIELDING



Compared with Turret Shielding, ordinary shielding is like a boat without a bottom. *Turret Shielding* shields the entire chassis—top, bottom, and sides. Just demonstrate a Turret-Shielded F-M set alongside any other set. You'll hear the difference—and so will your prospective customer. Turret Shield easily removed by checking tubes.



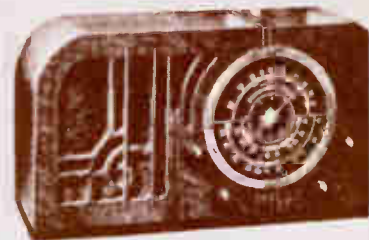
New TONE PROJECTOR

Sensational contribution to better reception, an enlarged cone 22 inches in diameter is mounted ahead of the speaker, making possible the largest baffle used in any radio set today. Adds bass notes and enhances their richness and depth. Diffuses treble notes. Projects musical overtones ordinarily lost, which contribute materially to symphonic rendition. Another big F-M exclusive feature your customers understand.

New SEMAPHORE DIAL



One of the most important achievements in simplified radio tuning. It signals, by miniature lights. All information that makes tuning easier and more accurate. No complicated figures and calibrations to confuse operator. Contains Visual Tune Indicator, Tuning Eye, Band Indicator, and Visual Volume Indicator, all of which anybody can easily understand and operate.



Model 58-T-1: 5-tube superheterodyne, Rubber-floated, oversize chassis, Tunes American and foreign stations, police, aviation, and amateur conversation. Tuning range, three bands. Dimensions: 10 inches high; 18 in. wide; 9 in. deep.

AND 13 OTHER MODELS

FAIRBANKS MORSE

OTHER F.M. PRODUCTS: REFRIGERATORS, WASHING MACHINES, IRONERS, AUTOMATIC COAL BURNERS

RADIOS



NEW SALES RECORDS

OF THE REASONS WHY!

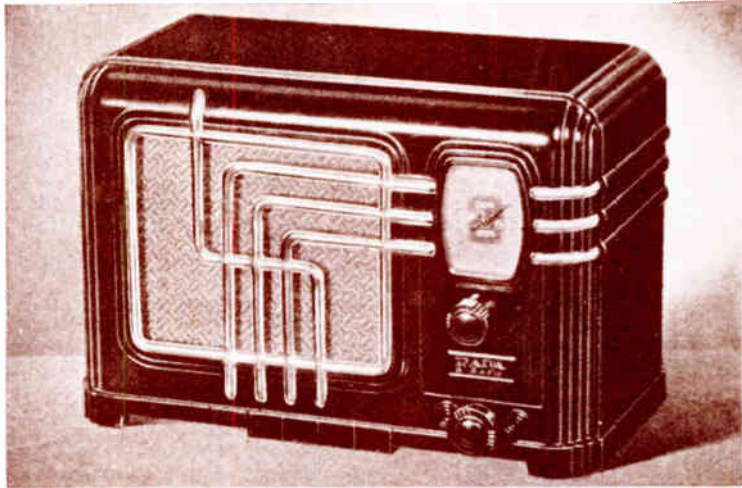
Reason No. 1

FADA MODEL 260B
6 Tube Universal Superheterodyne
In Black Bakelite Cabinet

\$19⁹⁹

A fitting companion radio to the Ivory model. The breath taking beauty of the black Bakelite cabinet wins immediate consumer acceptance. Tunes American and Police. 8 tube performance. 5" acoustically fitted Dynamic Speaker. Built-in Antenna. Illuminated Aeroplane Dial. Operates on AC-DC.

Model 260D:— Identical radio in black Bakelite Cabinet trimmed with Chromium \$24.95



THE LINE TO SEE AT THE SHOW

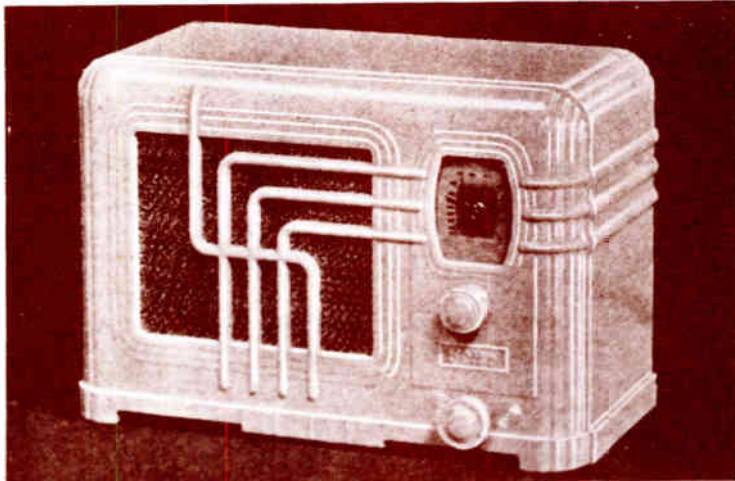
Reason No. 2

FADA MODEL 260V
6 Tube Universal Superheterodyne
In Ivory Plastic Cabinet

\$24⁹⁵

No other radio in its price range offers such entrancing beauty, unsurpassed performance and thrilling features. Tunes American and Police. 8 tube performance. 5" acoustically fitted Dynamic Speaker. Built-in Antenna. Illuminated Aeroplane Dial. Operates on AC-DC.

Model 260G:— Identical radio in Ivory Cabinet trimmed with Gold \$24.95



FADA offers the radio dealer the most complete line of Bakelite and Plastic models, ranging in price from \$19.99 to \$44.95. Fada table and console models range in price from \$24.95 to \$169.50 and offer the dealer a real profit maker in every price class.

FADA RADIO and ELECTRIC COMPANY
Long Island City . . . New York

*Still they Come
To the sensational 1937 Kadette Models
already announced, we add...*

The New KADETTE Classic RADIO

JUST AS BEAUTIFUL - FRONT OR BACK

JUST AS BEAUTIFUL - FRONT OR BACK



Beauty heretofore unheard of in radio—
beauty from any angle—front or back
—places the new Kadette Classic high
among the world's finest products.

Entirely new form, color and texture
combine to produce the most beautiful
compact radio of all time... beauty
created with crystal-like translucent
grilles of Tenite, set off by backgrounds
of Plaskon and Bakelite in harmonious
colors. Three different plastics used in
radio design for the first time.

Four distinct color combinations fit the
Classic into any room in any home. For
the boudoir there is a particularly
unusual color scheme—delicate ivory
with top of canary yellow and amber
grille. For the modern room there is a
striking combination of black body,
brilliant red top and grille in ivory.
These are but two of the four color
combinations—others are equally attractive.

Truly, in the realm of fine design the
new Kadette Classic merits a high place.



\$29⁵⁰
COMPLETE

EQUALLY BEAUTIFUL, FRONT OR BACK • • SIX TUBES • • SUPERHETERODYNE
• • AC OR DC OPERATION • • ILLUMINATED ENCLOSED DIAL • • SEVERAL
EFFECTIVE COLOR COMBINATIONS • • AUTOMATIC VOLUME CONTROL

On Display—Radio Exposition, Grand Central Palace, N. Y.

THE KADETTE LINE FOR 1937 COMPRISES 23 FAST-SELLING MODELS—FROM COMPACTS TO CONSOLES
INTERNATIONAL RADIO CORPORATION • 513 Williams Street • ANN ARBOR, MICHIGAN

SEPTEMBER 1936

THE PUBLIC'S MAGIC KEY TO ENTERTAINMENT
IS YOUR

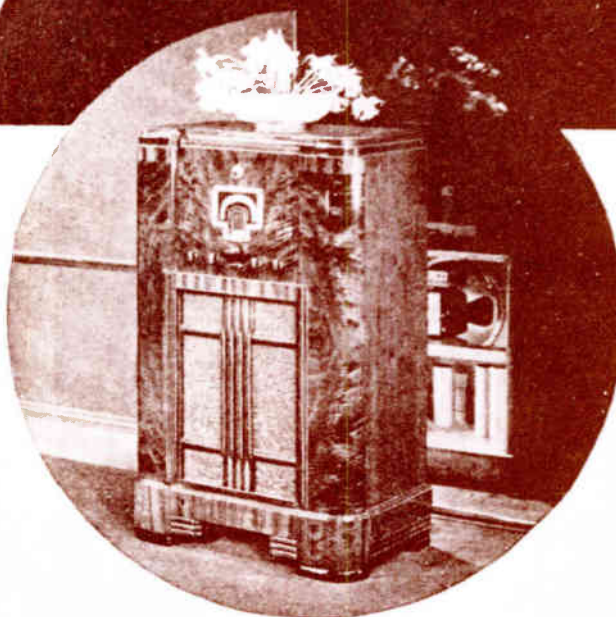
Magic Key to Profits!

... RCA Victor's outstanding
Sunday radio program turns
listeners into prospects ...
sends them to YOU... to BUY!

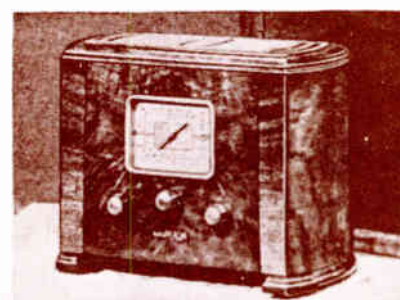
EVERY Sunday afternoon RCA Victor sponsors
the Magic Key radio program—a full hour
of diversified entertainment heard by millions
throughout the nation. And every Sunday RCA
Victor sends powerful sales messages into the
homes of this vast audience—messages that cre-
ate new prospects—send them marching to your
store—to BUY!

One dealer in Dallas told us recently that the
Magic Key program had led directly to six orders
—all for high-priced sets—and one for the most
expensive instrument in the 1937 line! And this
is but a typical example!

It will pay you to regard the Magic Key pro-
gram as *your* Magic Key to Greater Profits. Back
up this broadcast and the advertising in national
magazines with the many sales helps RCA Victor
makes available to you. Feature the great 1937
RCA Victor radios ... EXTRA VALUE SERIES
of 28 models under \$100 ... MAGIC VOICE
SERIES from \$129.95 up. Push them for all they're
worth—and they'll be worth plenty to you!



MAGIC VOICE SERIES... Model 9K-2, console with Magic Voice,
Magic Brain, Magic Eye, RCA Metal Tubes. A 9-tube, 5-band superhetero-
dyne. Foreign, domestic, police, aviation, amateur, U. S. weather reports.
Phonograph connection and 13 other important features. . . \$129.95



EXTRA VALUE
SERIES... Model 5-X.
2-band table set for AC
or DC. Domestic pro-
grams, short wave
(49m.), police, avi-
ation, amateur calls.
\$32.95

All prices f.o.b. Camden, N. J.
(Subject to change without
notice.)



RCA Victor

RCA Manufacturing Co., Inc.,
Camden, N. J. A service of the
Radio Corporation of America

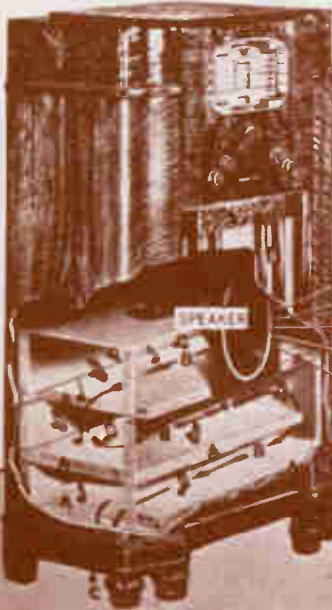
1936

A-ALL ABOARD for PROFIT LAND



Labyrinth Radio

The long, winding passageway of the Acoustical Labyrinth takes the place of the usual box-like cavity in the cabinet which is the source of the exaggerated boom in low tones. It gives you deeper bass notes, with a new fidelity and increases the volume capacity and accuracy of the loud speaker. (A) Special acoustical material absorbs unwanted sound waves from back of speaker. (B) Arrows indicate path of air column which is tuned to increase bass response. (C) Exit for lowest bass notes.



THERE'S joy in the hearts of dealers and distributors who join the Stromberg-Carlson group. Sales are mounting—popularity is spreading. It's the season's great profit line!

The Acoustical Labyrinth has shown people what radio tone really can be! Features such as Tri-focal Tuning, Carpinchoe Leather Speakers, Indexed Knobs, Automatic Sensitivity Control, Free-floating Phonograph Pick-up, have shown them that these Stromberg-Carlsons set a new pace in easy and effective operation.

The wide price range—from \$49.95 to \$985.00 now puts Stromberg-Carlson quality within the reach of practically everyone. All prices slightly higher in Southeastern States and West of the Mississippi.

Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.



Here is the season's volume and profit—'Labyrinth' radio, with its remarkable sound quality, that's available for every kind of program.



Never has the industry seen such distinction in table model radios. Women are buying them for decorative effect in their homes; men for a performance not previously known in this kind of radio.

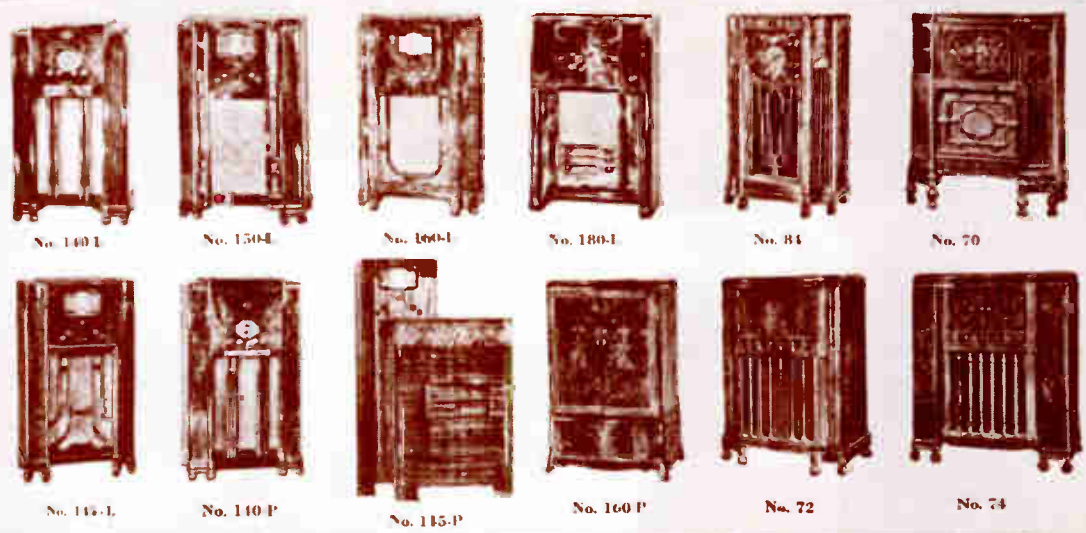


Radio sets that have the famous Stromberg-Carlson quality. Radio that out-point competitors, not for price, in every respect. Wonderful volume—everybody wants a Stromberg-Carlson, and there are models available on all.

"There is Nothing Finer Than a Stromberg-Carlson."

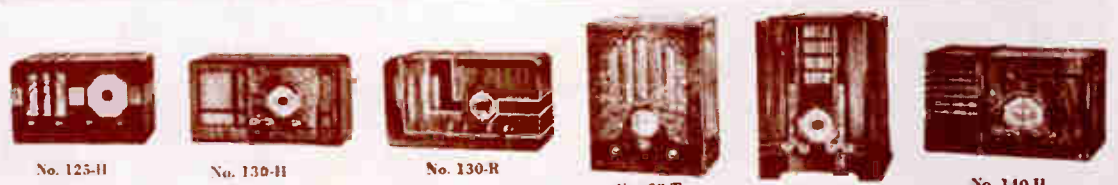
Stromberg

12 MODELS WITH ACOUSTICAL LABYRINTH from \$149.⁵⁰



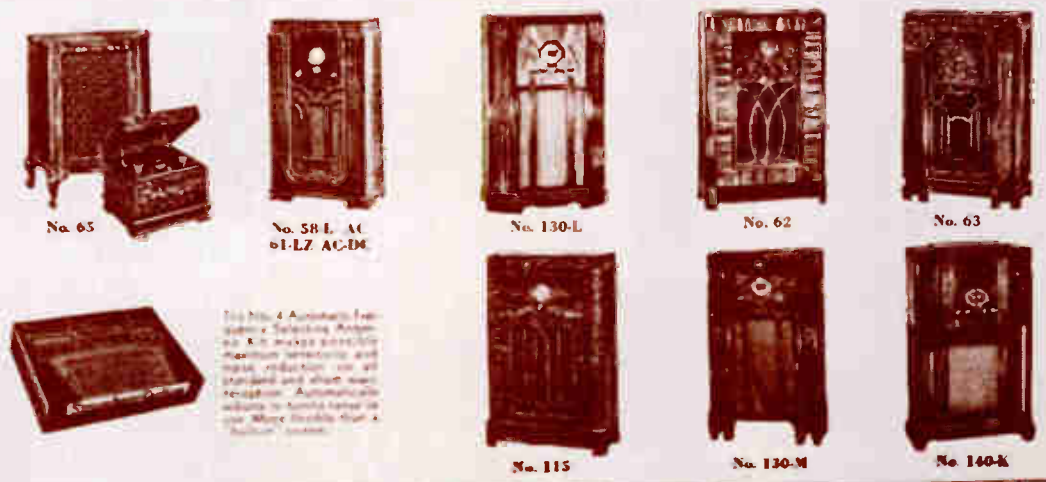
No. 140-L No. 150-L No. 160-L No. 180-L No. 84 No. 70
 No. 110-L No. 110-P No. 115-P No. 160-P No. 72 No. 74

6 TABLE MODELS - THREE with ROSEWOOD CABINETS from \$49.⁹⁵



No. 125-H No. 130-H No. 130-R No. 58-T No. 130-U No. 140-H

9 BEAUTIFUL CONSOLES WITHOUT LABYRINTH from \$78.⁵⁰



No. 65 No. 58-L AC 61-LZ AC-DC No. 130-L No. 62 No. 63
 No. 115 No. 130-M No. 140-K



This No. 4 Automatic Frequency Selecting Radio...
 ...with maximum sensitivity and
 ...and automatic
 ...to furnish power to
 ...

- Carlson

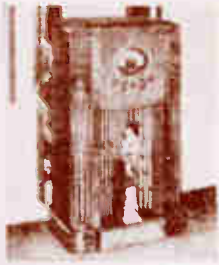
STROMBERG-CARLSON TELEPHONE MFG. CO.
 157 Kullback Road, Hawthorne, N. Y.

Send for the Electrical Handbook showing the new line.

Name _____

Address _____

City _____



10 MAJESTIC

Majestic Radio and Television

Models: 1007, line of tables, 7 tubes, 3 tuning bands, radio beam tuning on all bands, radio eye, illuminated beam control position indicator.



8 in. Super Colours speaker, edge raylighted glass tuning dial, sterling chrome and black crystalline finished chassis, lay-down table cabinet.
Model 1250, 12-tube console, 5 tuning bands, including ultra short wave and long-



wave weather) radio beam tuning on all bands, radio eye, high fidelity, 15 in. auditorium speaker, edge raylighted glass tuning dial, Gyro rapid tuning 32 to 1 ratio, acoustically treated cabinet interior.

Model 85, 8-tube upright table set, 3 tuning bands, radio beam tuning on all bands, radio eye, high fidelity, 8-in. speaker, edge raylighted glass tuning dial, Gyro rapid tuning 16 to 1 ratio, acoustically treated cabinet interior.

Prices: \$14.95 to \$139.50—*Radio Retailing*, September, 1936.

11 FAIRBANKS-MORSE

Fairbanks-Morse Co.

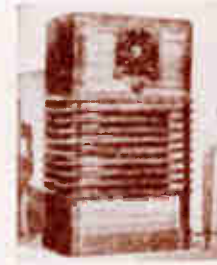
Models: F-100, 10-tube set, all accessories in a compact table cabinet, 4-tube super-set, \$48.25 to \$107.75; F-200, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-300, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-400, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-500, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-600, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-700, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-800, 10-tube set, 4-tube super-set, \$48.25 to \$170.00; F-900, 10-tube set, 4-tube super-set, \$48.25 to \$170.00.



12 WILCOX GAY

Wilcox-Gay Corporation

Models: A-17, A-20.
Description: A-17, 6 tubes, 3 bands for a.c. or d.c. 6 1/2 in. speaker. Ebony cabinet, circular design. Model A-20, 8-tube console, 12-in. auditorium speaker, eye-line tuning, a.c. metal tubes, triple tone dial, cleared channel selection.
Price: A-17, \$36.95; A-20, \$60.95—*Radio Retailing*, September, 1936.



13 ZENITH

Zenith Radio Corporation

Model: 100-117.
Description: 10-tube super-set, triple filtering, magnetron tubes, 12-in. speaker, auto record station selector, lightning station finder, target tuning, over-time-selector.
This set features Zenith's outstanding which is used in several of the Zenith models this season. Also found in other sets is the new 12-in. acoustic adapter, 6000 ohm. An iron dust radio is also included. Cabinet finishes may be had in ebony, hickory, white and maple or slight extra cost—*Radio Retailing*, September, 1936.



14 WESTINGHOUSE

Merchandise Headquarters, Westinghouse Radio

Models: WR-214, WR-315.
Description: WR-214, 10-tube 4-band vertical table set, spectrum dial, precision tuner, eye and hand, station stabilizer.
WR-315 has improved precision tuner, eye and hand, spectrum dial, auditorium speaker, all metal tubes, and covers the standard police, amateur, aviation and principal short wave bands—*Radio Retailing*, September, 1936.

15 SPARTAN

Spokane Radio Company

Model: 1007.
Description: This is a 10-tube set with 12 in. speaker, 4-tube super-set, 4-tube super-set and radio eye.
The "Photoelectric" eye and its mirror with the radio eye set in the cabinet is not illuminated. This is due to the fact that the cabinet is photo-graphed with crystal glass. This expansion is another feature and the "Photo" tuning device facilitates accurate tuning. The metal glass eye, illuminated, is just as being examined.
Price: 1007, \$39.50—*Radio Retailing*, September, 1936.



16 MOTOROLA

Golden Manufacturing Co.

Models: 50, 60, 60A, 80, Golden Voice auto-radio.
Description: 50, 6 tubes; 60, 6 tubes; 60A, 6 tubes; 80, 8 tubes, Golden Voice, 10 tubes.
All sets tune from 530,000 kc. and have an intermediate frequency of 262.
Prices: 50, \$39.95; 60, \$49.95; 60A, \$54.95; 80, \$67.50; Golden Voice, \$89.50—*Radio Retailing*, September, 1936.

17 HOWARD

Howard Radio Co.

Models: HA-6, 6R.
Description: HA-6, auto-radio, 540-1,500 kc., 6 tubes; 6R, table and console, 50-18,000 kc., 6 tubes—*Radio Retailing*, September, 1936.

It costs you nothing to keep up to date. Circle the numbers, sign and mail



18 BELMONT

Belmont Radio Corp.

Models: 580J, 601F, 780, 1170, 878, 787, 778A.

Description: 580J, 5 tubes, 535-1,720 and 2,280-6,000 kc., table set. 601F, compact, 6 tubes, 535-1,720 kc. 780, 7 tubes, 535-5,500 kc. and 5.2 to 18.3 mc., table set. 1170, console, 10 tubes, 535-5,300 kc. and 5.2-18.1 mc. 878, console with recessed speaker tone chamber, 8 tubes, 535-5,300 kc. and 5.2 to 18.1 mc. 787, console, 7 tubes, 535-5,500 kc. and 5.2 to 18.3 mc. 778A, compact, 7 tubes, 535-5,300 kc. and 5.2-18.1 mc.—*Radio Retailing*, September, 1936.



19 ARVIN

Noblitt-Sparks Industries, Inc.

Model: 467.

Description: 4-tube, a.c. superhet, 550-3,700 kc., 5-in. speaker. Available in walnut, antique white or maple for use in bedrooms, social rooms, offices, children's rooms, etc.

Price: \$24.95.—*Radio Retailing*, September, 1936.



20 CROSLLEY

Crosley Radio Corporation

Models: 699, 495.

Description: 699, console, 6 glass tubes, 540-19,000 kc., illuminated Magna ceramic dial, time log tuning, high fidelity, vibra-acoustic sounding board, triplet twin output. 495, table set, 6 tubes, 540-18,000 kc., Magna ceramic dial, recess speaker grille panel of walnut. Multivox control, fidelity control, vibroacoustic floating sounding board, cardiomatic units are to be found in many models.

Prices: 699, \$6.95; 495, \$4.95.—*Radio Retailing*, September, 1936.



21 SIMPLEX

Simplex Radio Company

Models: Z, Z De Luxe, NT.

Descriptions: Model Z comes in a burl walnut bakelite finished steel cabinet. The de luxe model is housed in a satin finish striped walnut cabinet. Both are the lay-down table type. 4 tubes for a.c.-d.c. operation. 550-1750 kc. Model



NT, table and console, is a 10-tube all-wave superhet with Magic Eye. Covers all wave bands from 540-19,000 kc. continuously. The extra large airplane dial is calibrated in kilocycles and meters and the names of the countries are included.

Prices: Z, \$12.45; Z de luxe, \$13.25; NT table, \$49.95; NT console, \$69.95.—*Radio Retailing*, September, 1936.



22 EMERSON

Emerson Radio & Phonograph Corp.

Model: L-143, L-141.

Description: L-143, 5-tube, a.c. superheterodyne, Micro-selector, 64 in. dynamic speaker, Gemloid dial. Phonograph has efficient electric motor for a.c. operation. Plays 10-in. and 12-in. records. American, foreign and police reception. L-141, 5-tube a.c., Micro-selector, 63-in. speaker, Gemloid dial. American, foreign and police reception.

Prices: L-143, \$59.95; L-141, \$39.95.—*Radio Retailing*, September, 1936.



23 PRATT

Howard A. Pratt

Models: Mirror glass radios.

Description: Blue, rose, crystal, green, amber, gold and gunmetal glass cases. Top panel may be monogrammed. 6 tubes (1 metal, 5 glass), superhet, short and long wave, a.c.-d.c., illuminated dial.—*Radio Retailing*, September, 1936.



24

STROMBERG-CARLSON

Stromberg-Carlson Mfg. Co.

Models: 146, 145P.

Description: 146, 5-tube, high fidelity, neonoidal labyrinth, metal tubes, trifocal tuning, de luxe edge lighted Gemloid dial, micro-meter sub-dial. 145P, radio and automatic phonograph, four range, high fidelity, neonoidal labyrinth, metal tubes, trifocal tuning. Shifts and plays records of any make, 10 or 12 in. This model combines a hi-boy for the phonograph mechanism with a radio set in the "cabinet"—*Radio Retailing*, September, 1936.



25 UNIVERSAL

Universal Battery Co.

Models: 6, 32 and 110 volt sets.

Description: 5, 6, 7 and 8 tube table and console models. 5-tube sets cover



500-4,000 kc. The 6, 7 and 8 tube models also have the 18-6 mc. band. Metal-glass tubes. Cathode ray tuning in the larger sets. Permanent magnet dynamic speaker in the 6-volt models. All cabinets have modernistic lines.

Prices: Range from \$29.50 to \$90.—*Radio Retailing*, September, 1936.

Your entire organization should be familiar with these new products

Review of New Products



Arvo Rhythm Queen

NOBLITT SPARKS

Fourteen models in nine different cabinets are offered for the common series by Noblitt Sparks Industries, Inc., Columbus, Ind. These new Arvo sets will be known as the "Rhythm" series. They are refreshingly styled in a modern yet restrained manner.

Six models and 8 table models, including 4 models for



Arvo Rhythm Baby

4 volt factory operation and 2 small ac-d.c. portable models, make up the line. The prices range from \$135 to \$150.

Large, black, reverse-lighted dials avoid glare and are easy to read. The "traveling spotlight station-tuner" makes station-finding simple. All-wave reception is provided on 2 models and police or foreign shortwave service supplements the standard band on all other models.



Arvo Rhythm Belle

"Electric eye" precision tuning is a feature on the two largest sets. New crystal base "G" type tubes are in all

models of 8 or more tubes per set unless glass or metal tubes to be used. Other features are: dual ratio drive for quick accurate station finding, true fidelity amplifier circuits, automatic full-wave aerial tuning system in all-wave models.—Radio Monthly, June, 1936.



Zenith 6-B-222

ZENITH

"Arvo" on cabinet design and dials" is the keynote of the 1937 line of the Zenith Radio Corp., 3623 Irving St., Chicago, Ill. The furniture in many models is along modern lines but quite different from the ordinary run of "modern" treatments. The "apply" or horizontal bar effect is used extensively in both the table and console models with the grille almost entirely concealed by this unusual design.

Of particular interest is the new chair radio, illustrated, with the dial recessed and protected by a polished glass panel which slides out of sight



Zenith 7-D-114

when the set is in use. The zephyr styling is used in this model.

Certain cabinets are available, at slight extra cost, in cherry, hony white and maple.

Technically speaking the new Zenith offers the following: improved overtones amplifier, automatic adapter, "privacy plug-in" (on the basis of hearing may use headphones with separate volume control while others use the loud speaker). An extension speaker is at-



Zenith 7-D-111

other times may also be connected by means of this feature.

The new dial with its first hands, one on each corner, will attract attention. There is a knob for band selection, sensitivity control, wide-range-high fidelity control and volume control. In addition, there is a auto-tune indicator to enable the listener to quickly return to stations previously heard, lightning finder (Circle speaker method) and target tuning.

Metaglas tubes are used in all but the farm sets.

There are 20 sets in the a.c. line priced from \$30.95 to \$129.95. A.c.-d.c. models run from \$29.95 to \$84.95. In addition there are 7 Stratosphere sets and two high fidelity consoles. For farms, two sets are priced at from \$39.95 to \$89.95. An auto-radio and two "boat and trailer" radios, the latter with water-resistant leath, complete the line.—Radio Monthly, June, 1936.

SIMPLEX Sportman

A 4-tube portable battery superheterodyne, light and compact, which can be carried like a camera, may be obtained from the Simplex Radio Co., Sandusky, Ohio. Batteries and aerial are self-contained. Tuning from 540 to 1750 kc. The cabinet is finished in waterproof aniline type luggage material and has both shoulder strap and handle. \$25.95, two batteries.—Radio Monthly, June, 1936.



Simplex "Sportman"

ADMIRAL AM6

Featuring a pilot dial and "by wheel tuning" (a flick of the finger and the pointer moves), the Commercial Radio & Television Corp., 225 W. Huron St., Chicago, announces its new console Model AM6. This receiver tunes in five bands from 150 to 275 kc. and from 540 to 1750 kc.; has a photograph lock, slip-in heavy duty dynamic speaker, automatic tone control (continuous tone between stations),



Commercial Admiral AM6

15-inch dual coil, visual motion indicator, visual waveband indicator, "second hand" for auto-tuning.

The tube lineup includes two 12W4 rectifiers, three 6X3-ET and r.f. amplifiers, a 6AR5 first detector and oscillator, a 6QT diode detector, AVC and first audio tube, a 6Z5 visual indicator and two 6L6 push-pull beam power amplifiers capable of delivering 10 watts of undistorted output. Sensitivity, 2 microvolts modulation.—Radio Monthly, June, 1936.



Food Battery Zenith

FREED Portables

A compact traveling case radio complete with undistorted aerial and housed in an attractively covered case is being made by the Freed Mfg. Co., Inc., 41 W. 165 St., New York City. Tuning range, 540-1750 kc. Works on ac or dc. Model 21 is the price \$25.—Radio Monthly, June, 1936.



F-M Model 177A

FAIRBANKS MORSE

A beautiful cabinet radio, the "Turret Protection" is incorporated in some of the new sets of Fairbanks Morse & Co., Indianapolis, Ind. It is mounted ahead of the speaker, following best efficiency and causing there to be no sound over a year's use. In this way, persons sitting in one side hear not the utterance of the other side. With the person sitting in front of the speaker.

F.M.'s "speakers" are in incorporated in one table model and two console. The "turret" is also located in the lower price Turret brackets. In the Symposium for the window of the top glass features hand identification. These hand-identifiers are one at a time. The source of light in the detector is a neon indicator which acts as a "test" indicator for lighting and receiving electric stations accurately. A circle on the left marked "volume"



F-M Model 177C

glass visual volume control. A spot of light travels around this circle indicating the degree of volume. A small circle on the right gives visual tone control.

In five consoles, beginning with the \$69.95 model, the "Turret shielded chassis" is employed. The chassis operates inside an "electrically shielded cage" (see illustration). In addition, a metal base completes the shielding of the chassis.

Model 177D, 5 tubes, \$40-7.00 net, cabinet finished in all colors, is \$29.95; SET 1, 5 tubes, \$40-1.75; 2, \$30-2.00 net, \$39.95; 72C2, 6 tube "turret shielded" chassis, two pro-

vided, \$40-1.75 and \$29.95; 7300A, 4 tubes, 1100-1.75; "Turret shielded" chassis, two provided, \$40-1.75; 7300B, 4 tubes, including 4514, 4511, 4512, 4513, 4514, 4515, 4516, 4517, 4518, 4519, 4520, 4521, 4522, 4523, 4524, 4525, 4526, 4527, 4528, 4529, 4530, 4531, 4532, 4533, 4534, 4535, 4536, 4537, 4538, 4539, 4540, 4541, 4542, 4543, 4544, 4545, 4546, 4547, 4548, 4549, 4550, 4551, 4552, 4553, 4554, 4555, 4556, 4557, 4558, 4559, 4560, 4561, 4562, 4563, 4564, 4565, 4566, 4567, 4568, 4569, 4570, 4571, 4572, 4573, 4574, 4575, 4576, 4577, 4578, 4579, 4580, 4581, 4582, 4583, 4584, 4585, 4586, 4587, 4588, 4589, 4590, 4591, 4592, 4593, 4594, 4595, 4596, 4597, 4598, 4599, 4600, 4601, 4602, 4603, 4604, 4605, 4606, 4607, 4608, 4609, 4610, 4611, 4612, 4613, 4614, 4615, 4616, 4617, 4618, 4619, 4620, 4621, 4622, 4623, 4624, 4625, 4626, 4627, 4628, 4629, 4630, 4631, 4632, 4633, 4634, 4635, 4636, 4637, 4638, 4639, 4640, 4641, 4642, 4643, 4644, 4645, 4646, 4647, 4648, 4649, 4650, 4651, 4652, 4653, 4654, 4655, 4656, 4657, 4658, 4659, 4660, 4661, 4662, 4663, 4664, 4665, 4666, 4667, 4668, 4669, 4670, 4671, 4672, 4673, 4674, 4675, 4676, 4677, 4678, 4679, 4680, 4681, 4682, 4683, 4684, 4685, 4686, 4687, 4688, 4689, 4690, 4691, 4692, 4693, 4694, 4695, 4696, 4697, 4698, 4699, 4700, 4701, 4702, 4703, 4704, 4705, 4706, 4707, 4708, 4709, 4710, 4711, 4712, 4713, 4714, 4715, 4716, 4717, 4718, 4719, 4720, 4721, 4722, 4723, 4724, 4725, 4726, 4727, 4728, 4729, 4730, 4731, 4732, 4733, 4734, 4735, 4736, 4737, 4738, 4739, 4740, 4741, 4742, 4743, 4744, 4745, 4746, 4747, 4748, 4749, 4750, 4751, 4752, 4753, 4754, 4755, 4756, 4757, 4758, 4759, 4760, 4761, 4762, 4763, 4764, 4765, 4766, 4767, 4768, 4769, 4770, 4771, 4772, 4773, 4774, 4775, 4776, 4777, 4778, 4779, 4780, 4781, 4782, 4783, 4784, 4785, 4786, 4787, 4788, 4789, 4790, 4791, 4792, 4793, 4794, 4795, 4796, 4797, 4798, 4799, 4800, 4801, 4802, 4803, 4804, 4805, 4806, 4807, 4808, 4809, 4810, 4811, 4812, 4813, 4814, 4815, 4816, 4817, 4818, 4819, 4820, 4821, 4822, 4823, 4824, 4825, 4826, 4827, 4828, 4829, 4830, 4831, 4832, 4833, 4834, 4835, 4836, 4837, 4838, 4839, 4840, 4841, 4842, 4843, 4844, 4845, 4846, 4847, 4848, 4849, 4850, 4851, 4852, 4853, 4854, 4855, 4856, 4857, 4858, 4859, 4860, 4861, 4862, 4863, 4864, 4865, 4866, 4867, 4868, 4869, 4870, 4871, 4872, 4873, 4874, 4875, 4876, 4877, 4878, 4879, 4880, 4881, 4882, 4883, 4884, 4885, 4886, 4887, 4888, 4889, 4890, 4891, 4892, 4893, 4894, 4895, 4896, 4897, 4898, 4899, 4900, 4901, 4902, 4903, 4904, 4905, 4906, 4907, 4908, 4909, 4910, 4911, 4912, 4913, 4914, 4915, 4916, 4917, 4918, 4919, 4920, 4921, 4922, 4923, 4924, 4925, 4926, 4927, 4928, 4929, 4930, 4931, 4932, 4933, 4934, 4935, 4936, 4937, 4938, 4939, 4940, 4941, 4942, 4943, 4944, 4945, 4946, 4947, 4948, 4949, 4950, 4951, 4952, 4953, 4954, 4955, 4956, 4957, 4958, 4959, 4960, 4961, 4962, 4963, 4964, 4965, 4966, 4967, 4968, 4969, 4970, 4971, 4972, 4973, 4974, 4975, 4976, 4977, 4978, 4979, 4980, 4981, 4982, 4983, 4984, 4985, 4986, 4987, 4988, 4989, 4990, 4991, 4992, 4993, 4994, 4995, 4996, 4997, 4998, 4999, 5000.



F-M Turret Protection 177B

AMERICAN BOSCH

"Automatic Mercury," a new development from the American Bosch Manufacturing Co. is featured in our 1937 line being announced by the United American Bosch Corp., Syracuse 65, N.Y. Also introduced



American Bosch 511 and 512

is the new "Band Stand Radio" which, the company says, "is as convenient as the shell in the hand stand."

There are 8 console and 4 table or personal models in the series ranging from 5 to 12 tubes. All sets are multi-wave. Cabinets are distinguished by amber-tone dials in all models and new easy tuning features. Metal tubes are used throughout.

More complete specifications are not available as we go to press but will be given in the July New Merchandise Section—Radio Review, June, 1936.



American Bosch Model 4877



F-M Model 177F

TROY

The smallest as well as the most compact of the new sets is the Troy Radio, 1100, Co., 1842 S. Olive St., Los Angeles, Calif. The cabinets are distinctive and independent styled. Many of the sets are in two or three set as well as single.

Particularly interesting is



F-M Model 177G

Model 2590, illustrated, a portable phonograph combination with RCA motor and pickup, removable 500 and 2 tube superreg chassis, \$29.95.

The complete line includes one 4 tube set, radio from 5 tube and two 7 tube sets for ac. or dc. operation, no auto-radio and a battery set.

In the ac. line, the prices range from \$14.95 to \$19.95; ac. dc., \$24.95 and \$34.95; auto-radio, \$29.95; battery model, \$29.95.—Radio Review, July, 1936.



Extension Speakers

For extension use on home or automobile radio sets as well as for hotels, schools, announcing systems and other multiple-unit installations, the Grivet-Turtak Radio Corp., 515 W. Van Buren St., Chicago, announces a new series of improved magnetic speakers for subject sets, ac. dc. and battery sets. They are available in 2, 6, and 8" in models. —Radio Review, June, 1936.

Phonette

A high quality radio-phonograph combination combination with a radio known as the "Phonette" is offered by the Electric Acoustic Products Co., 15 Murray Hill, a subsidiary of the Magnetics Co.

It is designed to be used in any room, including a kitchen, and is a complete set with a speaker, volume, variable and crystal pickup. Available for ac. or dc. operation.—Radio Review, June, 1936.



C-D Condensers

Circle's Dubler, City, Bronx Blvd., New York City, announces two lines of tubular condensers. They are the improved "Type tubular condensers and the improved tubular condensers.—Radio Review, June, 1936.

Trav-Ler Radios

An extremely small 5-tube portable radio may be obtained from Traveler Radio & Television Co., 1511 W. Van Buren St., Chicago, Ill. Its dimensions are 12 1/2" x 4 1/2" and the weight 7



lb. It comes in a two-tone wall set cabinet finished both back and front and sets at \$14.95.

Model 482, illustrated, is a 5-tube set in a cabinet of weight \$13.95.

Model 483 is a 5-tube superheterodyne with battery tube \$29.95.—Radio Review, April, 1936.



RCA Victor Radio Photograph

RCA VICTOR

In the regular line, less than 1000 brought out by the RCA Mfg. Co., Inc., Camden, N. J., there are 28 models under \$100. Several sets go down to \$60-000 ac, where two-way phone conversations may be heard. All sets use metal tubes. Many have the Magic Eye and Magic Hand, as well as photograph terminal.

New this year is the "Magic Voice" which eliminates "hum" from blue notes and allows only the desired "controlled" notes to radiate into the room.

There are 8 consoles, 17 table sets, 3 radio-phonograph combinations, a high-fidelity console photograph with dynamic amplifier, a radio record player and four turn tables.

In the table line there are 7 ac-dc jobs, 8 straight ac,



RCA Victor Model 5X4

sets and 2 farm models. The following are of particular interest from the stand point of design: Models 5X4 and 4X4, especially made for the kitchen and finished in porcelain white lacquer with black base (see illustration); Model 5X, in a "jewel-like" cabinet finished both back and front with removable back and self-locking switch and Model 5X3, designed expressly for the office.

The consoles range from the simpler "tailored" models to the more ornate sets with inlays, stripings, etc.

The de luxe combination of the line is Model 915-2 with Magic Voice, automatic record changer, tuning range down to 60,000 kc., 12 in. speaker. The cabinet is low and long (34 in. high x 46 1/2 in. wide) and

the top is hinged so that you can see the radio panel from the top. The high-fidelity console photograph has dynamic amplifier and includes 7 tubes. Automatic-tuning mechanism from \$67.200 value. The lowest Magic Voice 915-2 is a portable instrument for both 10 and 12 in. speakers, to be operated by any ac. voltage.—Radio Retailing, June, 1936.



Crosley Model 10C

CROSLY

The Phantom Condenser (Auto-Expansistor) introduced by the Crosley Radio Corp., Cincinnati, Ohio, earlier this year, has been further developed and refined so that it now embodies a full size radio tube instead of two small tubes.

Multiscale control, an entirely new feature in the deluxe 1937 sets, permits the listener to select the type of radio response desired. When the Phantom Condenser is thrown into operation by means of the Multiscale Control, the volume range is automatically increased, restoring more natural expression to the program.

New and distinctive designs characterize the cabinets of this season's sets. There are 13 console models ranging from 5



Crosley Model 10C

to 13 tubes in the ac. line; 11 models in the battery series and 2 Remote sets—radios.

In the de luxe 13 tube radio, the Magic Hand is incorporated. By means of this feature, the set is automatically tuned to the proper frequency. The operator turns the dial hand so within 20 in-



Emerson Model 210

an instant, sets of the station setting and the Magic Hand completes the tuning with accuracy.

The various dials on the new Emerson are greatly simplified and the lower markings are enlarged. Listening has also been simplified. The Dual-tone dial alone makes it possible to tune the station, whether tuning alone without the use of double knobs. The tuning knob is mounted on a small sub-chassis which is fastened to the main chassis just by the ordinary mounting screws, to prevent vibration.

In the compact line there are:

The table sets, which include portable, upright and the new "side-speaker" types, range in price from \$41.99



Crosley Auto-Radio and Speakers

to \$41.95. The consoles run from \$41.95 to \$167.50. In the battery line the table sets are from \$34.50 to \$69.95 and the consoles, \$49.95 to \$89.95. The auto-radios are \$39.95 and \$54.95, the latter adaptable to heater or under-hood speaker or a combination of both.—Radio Retailing, June, 1936.

CARTER Converters

4, 12, 32 and 110 volt ac. may be converted into dc. with the new converter of the Carter Motor Co., 369 W. Superior St., Chicago, Ill. It is extremely small and compact and has an output of 40 watts. The case is provided with space for air cooling and the armature is dynamically balanced. The special bearings require no oiling. Size 4x5x7 1/2.—Radio Retailing, June, 1936.

EMERSON

A "Gemini" dual-cathode, indirect-heated vacuum tube with a built-in speaker is being introduced by the Emerson Radio and Phonograph Co., 411 Eighth Ave., New York City, in its 1937 line. This is



Emerson Model 2122

a large-dial (illustrated) set, priced first, may be read easily and easily.

Innovations which will appeal both to technically-minded men and style-conscious



Emerson Model 2121

women have been incorporated in this line of "Harmonized Unit" radios.

Priced from \$14.95 to \$39.95, the new series includes an ac. and ac-dc. sets, portable battery radios, farm models, auto-radios and combination radio-phonograph receivers.

In this price range are sets carrying the standard and shortwave, American-made, also the foreign shortwave and ultra longwave bands.

Twenty-five sets make up the complete line.

Illustrated is the new dual Model B-121, 6 tubes, ac-dc, American, Crosley and other brands, \$29.95 and Model F-122, 6 tubes, ac-dc, American, foreign, police and amateur, Gem-tone dial, \$44.95.—Radio Retailing, June, 1936.



Emerson Model 2121

NEW MERCHANDISE



Continental 2175

Continental "Admiral" Radios

The "Admiral" line of 1934 Continental radios is being patterned after the Continental 2125 and 2135 models. The 2175 is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

All sets for A.C. operation are equipped with metal cases. The 2175 is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

Continental is the first of the "Admiral" line of 1934. It is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.



Continental Kadette

Seven Speakers

The "Seven Speaker" set is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

Westinghouse Table Sets

Westinghouse Electric Supply Co. has introduced two new table sets. The 2175 is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.



Westinghouse 2175

AK Model 725

The new AK Model 725 is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.



Hester Bee 2175

Solar Dual Type "Little Giants"

The Solar Dual Type "Little Giants" are 12-tube sets with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.



Crosley Radio

Crosley Radios

The "Radio-Expressionist" is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.



Crosley Radio-Expressionist

The Radio-Expressionist is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

The Radio-Expressionist is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

The Radio-Expressionist is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

Feds Radios

The new Model 101 of the Federal Radio Corp. is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.



Feds 101 and 111

Kadette Model 77

An all-wave 7 tube Kadette Model 77 has just been introduced by the Radio-Expressionist Co. It is a 7-tube set with 7 tubes, 7 tubes, 7 tubes, 7 tubes, 7 tubes, 7 tubes, 7 tubes.



Kadette 77

Taco Master Antenna System

An easy to install Taco Master Antenna System is now available. It is a 12-tube set with 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes, 12 tubes.

NEW MERCHANDISE



Remler Sets

The "Remler" set has 1922 tubes in a variety of cabinet styles. The "Remler" model which comes in 12 different styles, is made in America, may be had with automatic, manual, or semi-automatic tuning. It also comes in a glass cabinet, which is a great improvement over metal. The price of the "Remler" set is \$37.50, the cabinet extra \$12.

In addition to the above sets there is the "Remler" 4-tube table set, which is a model set, and is made in America. It has a price of \$37.50, the cabinet extra \$12.

The "Remler" is an American and British station set with 5 tubes, and a great improvement over the "Remler" set. The price of the "Remler" set is \$37.50, the cabinet extra \$12.

American Bosch Radios



American Bosch, Model 142W

This new eight tube radio set has been added to the line of the United American Radio Co., Springfield, Mass.

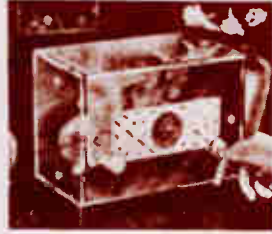
Model 142W is a 5-tube 4-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.

Model 142W is a 5-tube 4-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.

Giffillan Radios

A new line of Giffillan radios of 1936 has been added to the line of the Giffillan Radio Co., Chicago, Ill.

Model 11A is a 4-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.



Giffillan "Glass" Radios

Model 11A is a 4-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.

Table sets of the upright type



Giffillan Model 11A

Model 11A is a 4-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.

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Model 11A is a 4-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.

Corona Table Set

A compact table model with large speaker is announced by the Corona Radio & Television Corp., 425 N. Sacramento Blvd., Chicago.

It will receive standard broadcast



Stewart Warner Radios

Two new 5 tube sets, a table model and a console, have just been added to the line of the Stewart Warner Corp., 1825 Jersey Blvd., Chicago. Each has the Ferrotype chassis with 7 tuned circuits especially designed for metal tubes.

Model 1121 is the table set in



Emerson Model 102



The latest addition to the line of the Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City, is its Model 102 console.

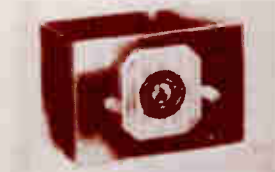
Model 102 is a 5-tube set, with automatic tuning. It has a price of \$37.50, the cabinet extra \$12.

GE Automatic Combination



A new eight-tube radio and automatic phonograph combination, designated as Model A-88, has been announced as an addition to the recently introduced line of the General Electric Co., Bridgeport, Conn.

The automatic record changer accommodates nine 10-inch or eight 12-inch records and has an automatic stop for playing records singly.—Radio Retailing, January, 1936.



Freed-Eisemann "Glass" Radio

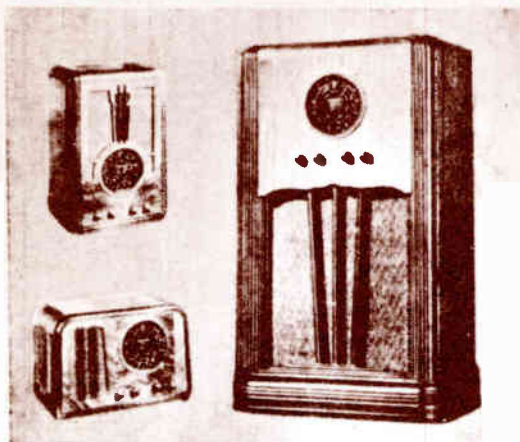
The cabinet of the new 5 tube set is compact brought out by Freed E.E. Co., Inc., 14 W. 14th St., New York City, is made of 1/8 in. tempered plate glass and is available in silver, blue, pink and green.

This set covers from 75 to 510 meters and will be known as Model 101-117 P. It will list for approximately \$35.—Radio Retailing, January, 1936.

Five-Meter Handset

The magnetic field is over two and one-half times heavier in the new five-meter handset just issued by the Universal Microphone Co., Inglewood, Calif. This gives a better distribution over the 41mhz. area.—Radio Retailing, January, 1936.

PREVIEW of NEW PRODUCTS



Stewart Warner Models 1731, 1735 and 1725

STEWART WARNER

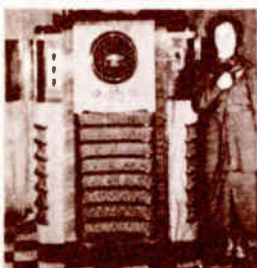
Stewart Warner Corporation

Models: 1731, 1735, 1721, 1725.

Description: Models, 1731 and 1735, table and console, employ 6 metal tubes and one glass tube as a tuning indicator tube. Twelve tuned circuits, single pentode audio system, three-band tuning

(525 kc.-180 mc.), a.m., Magic Dial, relayed a.v.c., automatic bass compensation.

Models 1721 and 1725, 6 octal base glass tubes, 11 tuned circuits, single pentode audio system, three-band tuning (525 kc.-180 mc.), 6-in. Magic Dial, shadow-beam tuner, a.v.c.—*Radio Retailing*, October 1936. Use post card for further information.



CROSLLEY

Crosley Radio Corp., Cincinnati, Ohio

Model: 37-tube radio.

Description: 6 speakers; 54-18,300 kc.; power output, 50-75 watts, four classes; Auto-Expressionator; bass compensation; six-step tone control; volume control for audio range; Mystic Hand automatic tuning. In addition to the radio re-

ceiver proper it has a public address system which has separate controls of its own. All tubes are metal with the exception of the one for the tuning light and the Auto-Expressionator tube. The cabinet is 4 ft. 10 in. high by 42 in. wide by 22 in. deep. Weight 475 lbs.

Price: \$1,500.—*Radio Retailing*, December, 1936.

RAY-O-VAC

Ray-O-Vac Co., Madison, Wis.

Model: Radio "B" Power unit, Nos. 25, 45, 35 and 25.

Description: Tops are metal with plug-in feature, standardized sizes, encased in a colorful red, blue and yellow housing.

Prices: \$85 to \$895.—*Radio Retailing*, December, 1936.

DEWALD

Pieces Ltd., Inc., 610 Sixth Ave., New York City

Model: 322 battery radio.

Description: 5 tubes, superheterodyne, adaptable to all battery voltages, such as 2-volt storage, 2½-volt dry cell, 3-volt flashlight, 4-volt dry cell, 6-volt car battery. Variable tone control, variable volume control, variable receiver tuning, variable speaker with the large speaker, variable set in receiver. A special "victrol" arrangement for its "victrol" arrangement.

Price: \$31.—*Radio Retailing*, December, 1936.



KADETTE

Incontinental Radio Corp., Ann Arbor, Mich.

Model: Tele-Matic V5

Description: Fingertip Tele-Matic dial tuning apparatus, for the first time your knowledge in a "radio" set is available in this Model 35, just announced. Combines the simplicity of the telephone dial with the smoothness of backlash-free vernier drive.

5 tubes, a.c., superhet, 540-1875 kc., variable tone control, 5½ in. speaker. Price: \$24.95.—*Radio Retailing*, December, 1936.



FADA

Fada Radio & Electric Co., Long Island City, N. Y.

Models: 280CA, 265C, 265T.

Description: 280CA, 8 tubes, ac-dc, all-wave, superhet, console, metal tubes, "Flash-O-Graph" tuning system, 525 kc.-18.5 mc., phono-jack. With 370-145 kc. wave band, \$5 additional.

Model 265C, 6 tubes, a.c., superhet, console, "Flash-O-Graph" tuning system, 535-1570 kc. and 2.2-6.9 mc., acoustical tone chamber. Model 265T, same chassis compact table cabinet.

Prices: 280CA, \$69.95; 265C, \$59.95; 265T, \$44.95.—*Radio Retailing*, December, 1936.



Halson Radios

Three compact sets are announced for the new season by the Halson Radio Mfg. Corp., 120 E. 164th St., New York City.

"Vision eye" tuning is available in Model 60M, a 7-tube (one metal) a.c.-d.c. three band receiver (16-55, 75-550 meters), \$29.50.

Model 51X is a 5-tube, two-band set (75-550 meters), \$19.95.

Model 50R, 6-tube, two-band receiver (75-550 meters) also uses the 6K7 metal tube, \$27.50.—*Radio Retailing*, April, 1936.



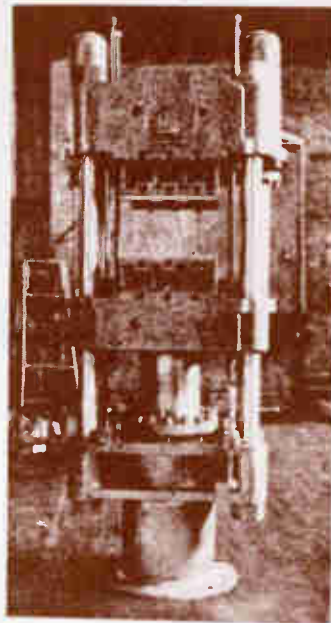
1937

P L A S T I C S



\$1,500 TO \$5,000—That's what a single set of molds costs the manufacturer. And production pressure frequently demands two molds per plastic model.

ONE BIG SQUEEZE—Under tons of pressure, this hydraulic machine knocks out a complete cabinet on each downward swoop. The quantity of thermosetting resin must be carefully measured to suit the die and steam heat applied.



... what you should know about them

chemistry; they know that it won't shrink or warp; they know that it needs no finishing or polishing and doesn't spot easily. But they don't know what it is or exactly how it gets that way.

Plastics are just another example of what chemistry can do and actually be familiar, sitting easy or standing nearby, when cabinet is the descendant of such lowly forerunners as garden fertilizer and embalming fluid. A simple fact developed, of course, but that's what it is.

The base of the material is a resin made of *urea* and *formaldehyde* carefully compounded and processed and made in any color of the rainbow from bold and bright to colorless and translucent enough for use on ceiling lights and lamp shades. The color range is infinite.

Chemists classify the material as a thermosetting resin, which means that the finished piece will not soften again under heat. (A thermo-plastic resin will soften on re-heating.) Fabrication is accomplished by placing a carefully measured amount in a steel die heated by steam. The die is mounted in a hydraulic press and in one big squeeze, a complete, one piece unit of solid molded color may be obtained.

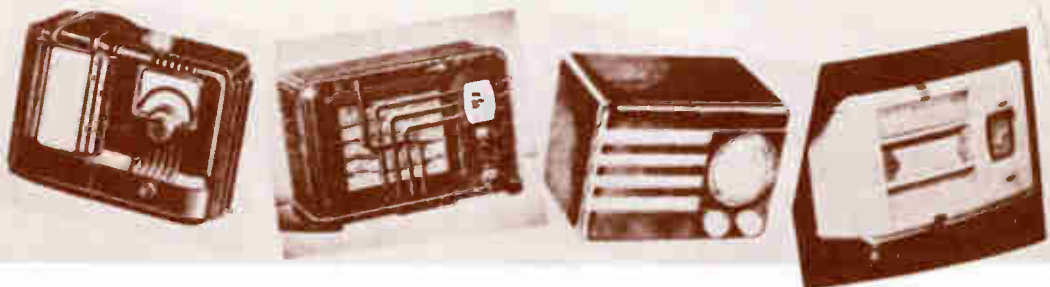
Radio cabinets are but one of the many uses to which the fast growing plastics industry has put its product. Some of the more common uses are the manufacture of buttons and buckles for women's dresses, wall

RADIO dealers and salesmen were startled back in 1931 when a western manufacturer introduced a set complete with speaker in a cabinet smaller than a shoe box, made of a material the like of which most of them had never touched before and none had ever seen in radio cabinets.

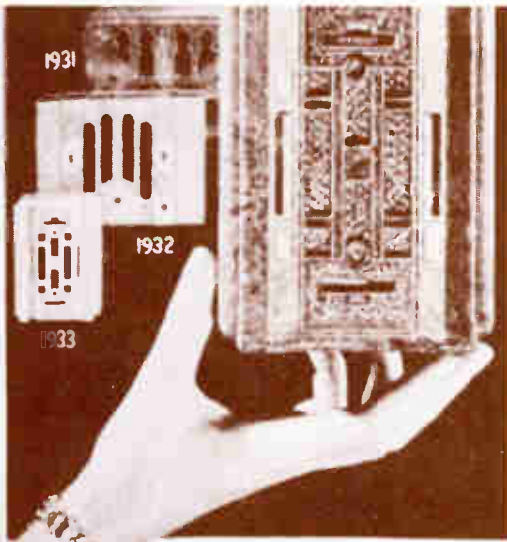
Since then the use of molded

plastics for radio cabinets has broadened so rapidly that now a number of radio manufacturers have one or more such models in their 1937-1938 line.

Despite the fact that this is the 7th year for molded plastic radio cabinets, few dealers and salesmen can even now answer questions about plastics. They know it isn't ivory or glass or



1937



FORERUNNERS — These early molded cabinets made history. Larger and more complicated than any moldings hitherto seen, they lead the way for today's bigger, even more impressive offerings.

...dials for light switches, scale bearings, non-stationable dials for planes and ships, discolors for cosmetics, bro-scapes, instrument cases of all kinds, and various fittings for automobiles. It is surprising that the material is not dug from the ground or grown on trees, and does not have to be imported. It is manufactured in our own American factories and laboratories.

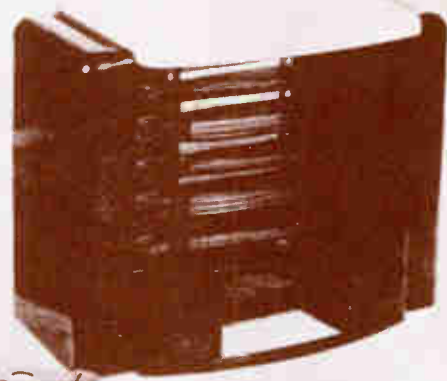
Is the color and finish permanent? Can it provide good taste? Will it stand up? The evidence that has been gathered by those who have to know, indicates an affirmative answer to these questions and in a field as new and fast growing as the synthetic plastics, research and development are uncovering new possibilities all the time.

The plastic molded cabinet generally comes from the die in a single piece. Where there is no painting together there is certainly no chance of

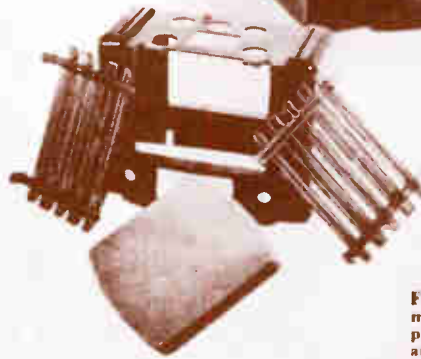
Photo here is from 221

Alcohol, water, won't mar properly molded radio cabinets. They don't shrink, warp, soften when heated and cannot come apart. Color does not fade, goes right through, so scratches are rarely serious.

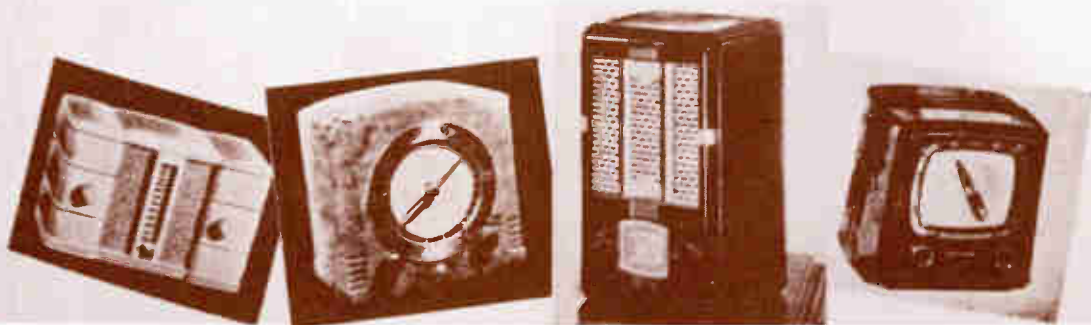
By Frank H. Johnson



KNOCKDOWN — Here's a modern plastic cabinet, ready for the chassis.



FINISHED JOBS — Available in many colors, sets like these display well, have a novelty appeal and yet are extremely practical.



MAJOR EVENTS IN HISTORY

1937

World's largest dirigible, the Hindenburg, explodes and burns while landing at Lakehurst, N.J.

The Golden Gate Bridge over San Francisco Bay is opened.

Japan begins attack on China while Germany repudiates the Versailles treaty.

George VI is crowned King of England. Irish Free State becomes Eire.

Amelia Earhart is lost at sea during airplane flight around the world.

Japan sinks American gunboat "Panay" on the Yangtse River, later apologizing for "accident".

TOP MOVIES

The Awful Truth
Captain's Courageous
Dead End
The Good Earth
The Life Of Emile Zola
Lost Horizons
A Star Is Born
Winterset

TOP SONGS

The Dipsy Doodle
Bei Mir Bist Du Schoen
The Donkey Serenade
Johnny One Note
My Funny Valentine
Thanks For The Memory
Whistle While You Work
Where Or When

TOP PLAYS

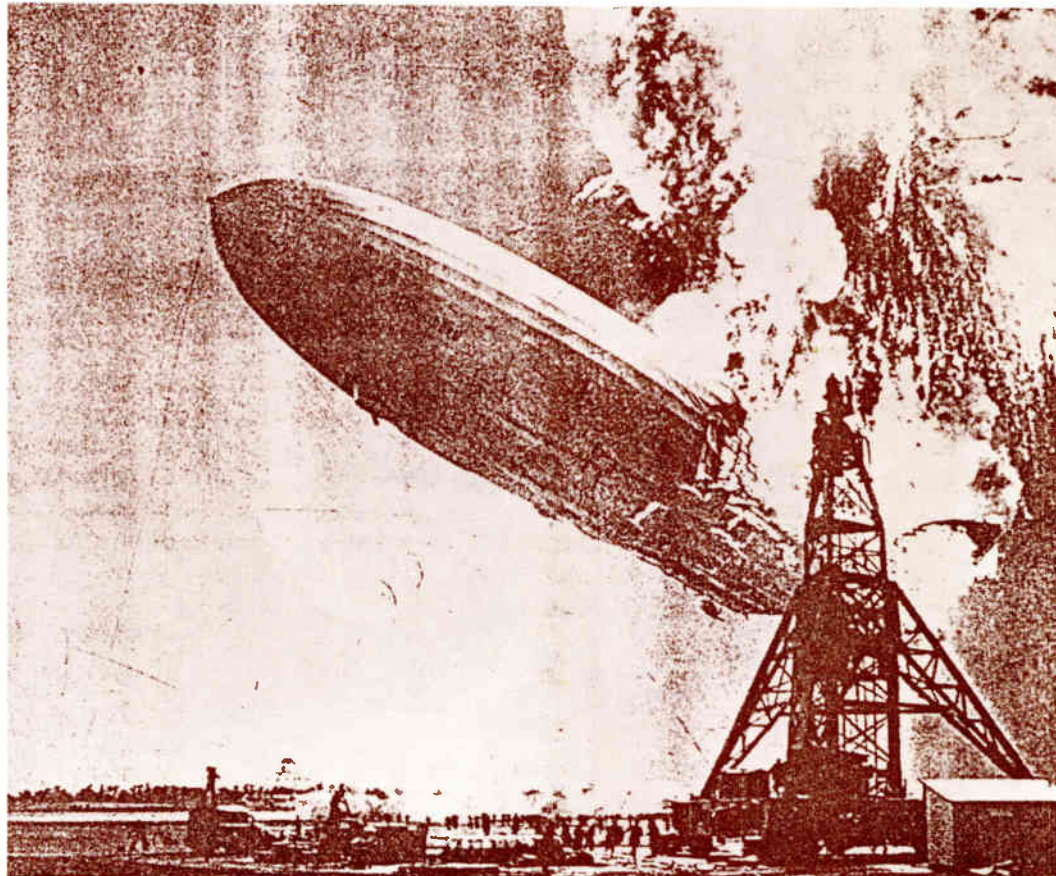
Having A Wonderful Time
Room Service
Golden Boy

TOP BOOKS

The Citadel Archibald J. Cronin
The Late George Apley Kenneth Roberts
Of Mice & Men John Steinbeck
The Rains Came Louis Bromfield
To Have & Have Not Ernest Hemingway

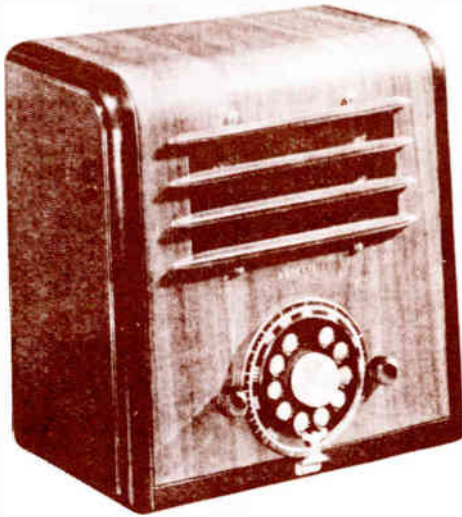
ON THE RADIO

The Goldbergs
Myrt & Marge
Kate Smith's Bandwagon
Charlie McCarthy & Edgar Bergen



A gigantic explosion of hydrogen gas belched from *Hindenburg's* tail section at 7:23 p.m. on May 6, 1937, at Lakehurst, New Jersey.

MAKE THESE YOUR 1937 LEADERS!



The
**KADETTE
MODEL 35**

Lowest priced radio on the market with the new telephone type dial tuning. Tunes by inserting finger tip in desired opening and twisting dial to stop plate at bottom. Complete broadcast and upper police bands.

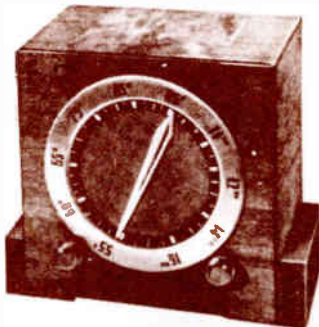
\$24⁹⁵
COMPLETE



The
KADETTE

Classic
\$29⁵⁰
COMPLETE

The "Classic" introduces a radio of superlative design—just as beautiful front or back, and incorporating for the first time, three different colored plastics—seven models in distinctive color combinations.



The MODERN

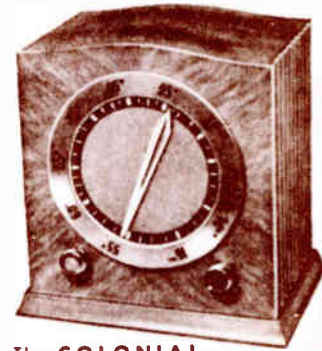
The
KADETTE *Clockette*

The "Clockette" sells on sight! A great little set, exceptional tone, highly selective. And there's nothing like it in appearance on the market.

\$19⁹⁵
COMPLETE



The FUTURA



The COLONIAL

The "Modern," the "Futura" and the "Colonial" styles—cabinets of choice walnut and maple veneers—large clock-type dials combined with speaker grille—5 tubes in half the usual space.

PATENTS APPLIED FOR



The
KADETTE Jewel

The "Kadette Jewel" has been a sales sensation from the minute of its introduction—and it is selling faster now than ever before at the new \$10.00 to \$12.50 price. Comes in choice of colors—most recent tone—make it your value leader.

\$10⁰⁰
COMPLETE

KADETTE

Stock all of these out-of-the-ordinary radios and cash in on the big volume of profitable business they'll bring you.

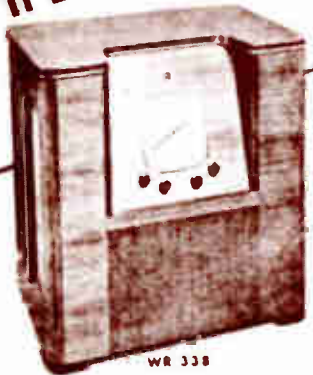
ORDER NOW

INTERNATIONAL RADIO CORPORATION
526 WILLIAMS STREET ANN ARBOR, MICHIGAN

Creators of Quality Compacts

1937

THE Westinghouse PARADE IS ON THE WAY....



WR 338

Leaders in

- 1. PRICE
- 2. STYLE

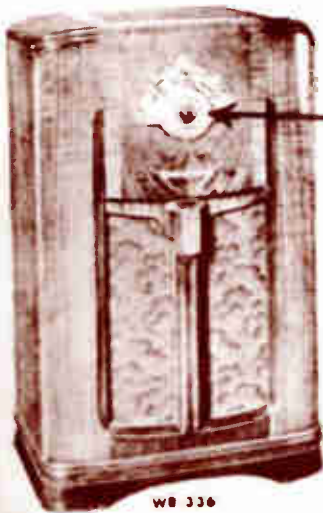
- 3. TONE
- 4. FEATURES

- 5. PRECISION

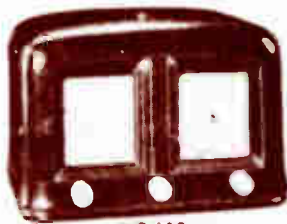
Be on the lookout for the new Westinghouse 5 point selling plan, and the new Westinghouse line of precision sets. When you see them, you'll agree that you can make money with Westinghouse.

4 steps ahead in the feature of the year

Automatic tuning that logs 14 stations—that is tested the equivalent of 10 years of service without adjustment, that you can demonstrate by touching the key and letting the radio do the rest.



WR 336



WR 120



WR 324



WR 222



WR 328

Westinghouse

PRECISION Radio

The **BIG** PHOTOCHROMATIC DIAL

• The new Sparton Radios received acclaim far beyond fondest expectations. Everyone agrees that Sparton offers the biggest "eye-full" and most amazing "ear-full" in 1937. The outstanding opportunities are readily apparent. With such smartness of style, such cleverness of design, such quality of reproduction, and such a distinct price advantage, dealers recognize the record rapid-turnover volume that is in sight. The surprise of the season, Sparton should prove to be a fast seller and quick money maker. Investigate NOW — hitch your wagon to a rising star. The Sparks-Withington Company, Jackson, Mich. Sparton of Canada, Ltd., London, Ontario.

- 1 **Sparton's exclusive Photochromatic Dial** is reproduced on crystal clear, optico glass, affording ease and permanent accuracy and the refinement of a fine enameled. Here new beauty and legibility are brought to the radio.
- 2 **Tone Expansion.** This clever device automatically simulates the expressions and "feelings" of artists to the fullest extent. Reproduction becomes vibrant and alive, thus furnishing the zestfulness that has been a part of reception since the beginning. Background sounds are vastly reduced.
- 3 **Automatic Vernier Tuning.** Rapid dial maneuvering and station selection—then automatic slow-down in speed of tuning pointer for sharp "locking in" of station at exact point.
- 4 **Centralized Radio Nerve System.** Resulting in the utmost sensitivity and clear reproduction over a noise-free background.
- 5 **Automatic Volume Control.** Station parade across the dial with constant volume—whether local or foreign. Tuning is stimulated. Harsh notes are compressed.
- 6 **Viso-Glo Tuning Eye.** For rapid and accurate tuning by sight.
- 7 **Built-in Station Log.** Important stations conveniently logged.
- 8 **Tone Control.** Offers a choice of blending or shading of the high and low tones to suit the individual taste and to bring the extreme range of Sparton tonal capabilities to certain classes of broadcasting—voice, foreign broadcasts, instrumental and organ music.
- 9 **Separate Antenna Matching Transformers for Each Band.** To change the electrical characteristics of the aerial and to pick up the utmost energy on the wave band in use. Automatically operated by the band selector switch.
- 10 **Shock Proof Chassis Mounting.** Chassis floated on rubber to ensure quiet reproduction regardless of power output at the speaker. The tuning condenser gang is independently floated. The centralized radio nerve system in the larger models is also rubber floated in the chassis.

The new 1937 SPARTON





IT'S THE MOST BEAUTIFUL RADIO IVE EVER SEEN!

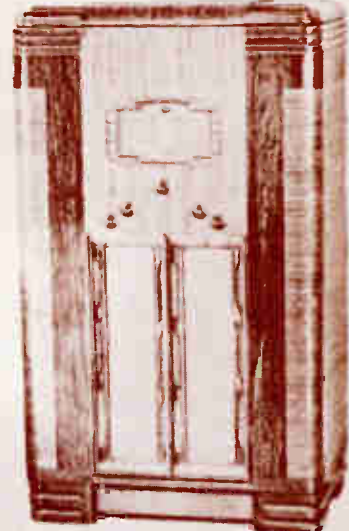
AND IT HAS THE LABYRINTH!

Three Flashing NEW Stromberg-Carlsons TO START THE NEW YEAR



NO. 110M Four Range Console, Four Bands with Carbons. Price \$157.50

HERE is an auspicious start for 1937—three new, attention-getting Stromberg-Carlsons—radios that have everything the public wants. Here are two consoles, both with the sales-clinching Acoustical Labyrinth and Carpinchoe Leather Speaker, one a radio and automatic phonograph combination. Here also is a horizontal Treasure Chest model of genuine distinction. Noteworthy in all three is the exclamation-arousing beauty of their cabinets. All have Tri-Focal Tuning, plus many other exclusive profit-bubbling Stromberg-Carlson features. These new models prove conclusively that, for sales that count, *There is Nothing Finer Than a Stromberg-Carlson.*



NO. 115 SP FOUR RANGE RADIO AND AUTOMATIC PHONOGRAPH. Equipped with Carpinchoe, electrically placed records on acoustical backing, either 10 or 12 inch. Plays both 33 and 78 r.p.m. records. Full feature pickup system. Price \$325



Labyrinth RADIO
The long, winding passages of the Acoustical Labyrinth deliver the purest of the sound from the speaker in the cabinet which is the result of the engineering genius of the Stromberg-Carlson engineers. Acoustical Carpinchoe Leather Speaker with 4000 cycles and an impedance of 1000 ohms for the best quality and quantity of the high speaker.



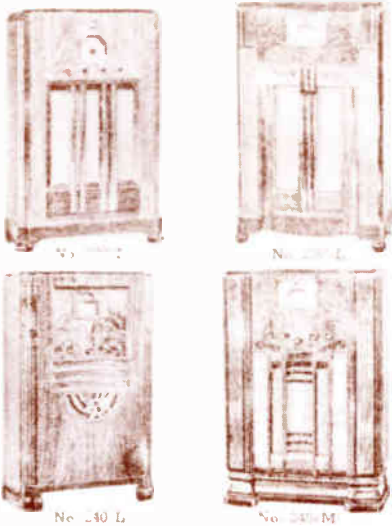
NO. 120 J TRIPLE RANGE TREASURE CHEST. Price \$87.50

The complete line of Stromberg-Carlson ranges in price from \$49.95 to \$495. All prices subject to change in Southern States and West of the Mississippi. STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Stromberg-Carlson



TABLE MODELS IN THE HORIZONTAL STYLE POPULARIZED BY STROMBERG-CARLSON



CONSOLES AND FURNITURE MODELS YEARS AHEAD IN BRILLIANCE OF DESIGN



No. 240 R

No. 255-L CONSOLE
 Eight- Tube Range
 Flat Tuning Tri-Focal
 Tuning Indicator High
 Fidelity Acoustical
 Cabinet with Selectorlite
 Dial Carphone-Speak-
 er Walnut finish.



No. 250-L



No. 250-L

END TABLE AND COFFEE TABLE MODELS



No. 231 R



No. 231 F

THERE IS NOTHING FINER THAN A
Stromberg-Carlson

SHOW LINE *of* 1937

AND TONE EXPANSION



Triolian Model 1867
18 Tubes

1937

ADMIRAL "LAYDOWN" TABLE RADIOS — AC AND AC-DC — 5 TO 8 TUBES



ADMIRAL 7 TUBE AC

Model 967M (see above) — 5 tube AC superheterodyne 11" high "laydown" cabinet. Tunes American and foreign stations, precision auto-tuning, 100 watt speaker, automatic volume control, 100 watt battery, 100 watt AC power, 100 watt speaker, 100 watt battery, 100 watt AC power.



ADMIRAL 5 TUBE AC

Model 966L (see above) — 5 tube AC superheterodyne 11" high "laydown" cabinet. Tunes American and foreign stations, precision auto-tuning, 100 watt speaker, automatic volume control, 100 watt battery, 100 watt AC power.

ADMIRAL 8 TUBE AC

Model 960 8K (see above) — 8 tube AC superheterodyne 11" high "laydown" cabinet. Tunes American and foreign stations, precision auto-tuning, 100 watt speaker, automatic volume control, 100 watt battery, 100 watt AC power.

Model 960 8T — For AC-DC operation. Has same features.



ADMIRAL 6 TUBE AC

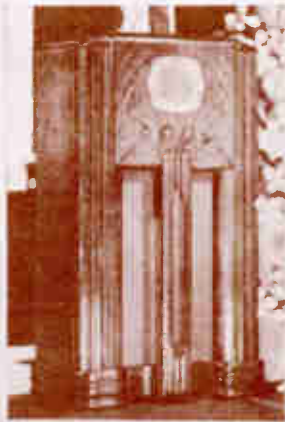
Model 975 6W (see above) — 6 tube AC superheterodyne 11" high "laydown" cabinet. Tunes American and foreign stations, precision auto-tuning, 100 watt speaker, automatic volume control, 100 watt battery, 100 watt AC power.



ADMIRAL 6 VOLT, 6 TUBE BATTERY CONSOLE AND TABLE RADIOS

ADMIRAL 6 TUBE 6 VOLT BATTERY CONSOLE

Model 950 6P (see above) — 6 tube 6 volt battery console 11" high "laydown" cabinet. Tunes American and foreign stations, precision auto-tuning, 100 watt speaker, automatic volume control, 100 watt battery, 100 watt AC power.



ADMIRAL 6 TUBE 6 VOLT "LAYDOWN" MODEL

Model 955 6P (see above) — 6 tube 6 volt battery console 11" high "laydown" cabinet. Tunes American and foreign stations, precision auto-tuning, 100 watt speaker, automatic volume control, 100 watt battery, 100 watt AC power.



JUST TOUCH A BUTTON

Safety First With Touch-O-Matic Tuning

Simply touch one of the buttons on the front, and you'll hear the best station in your neighborhood. No need to fiddle with knobs and sliders. It's so simple, even a child can do it. Touch-O-Matic Tuning. Make your listening safer.

Smart-looking dial wanted to match the appearance of a radio. So we made it work. Admiral Auto-Tune. For tuning the best station with "Touch-O-Matic" Control. See our ad.

ADMIRAL PRESENTS AMERICA'S SMARTEST AUTO RADIOS



Model 75 (see above) — Powerful 5 tube superheterodyne. Special speaker with 100 watt 2" wide of range. Without exceeding the 100 watt 5" permanent magnet speaker, excellent speaker. Amazing performance.

Model 86 (see above) — 5 tube superheterodyne. Special speaker with 100 watt 2" wide of range. Without exceeding the 100 watt 5" permanent magnet speaker, excellent speaker. Amazing performance.



Model 88 (see above) — 5 tube superheterodyne. Special speaker with 100 watt 2" wide of range. Without exceeding the 100 watt 5" permanent magnet speaker, excellent speaker. Amazing performance.



Model 77 (see above) — 5 tube superheterodyne. Special speaker with 100 watt 2" wide of range. Without exceeding the 100 watt 5" permanent magnet speaker, excellent speaker. Amazing performance.

NEW CATALOG NOW READY—SEND FOR YOUR FREE COPY TODAY!

CONTINENTAL RADIO & TELEVISION CORPORATION
325 W. HURON ST., CHICAGO, ILL.

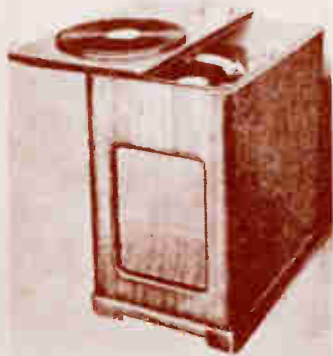
PICTURE PREVIEW of

Appliances by Companies

1 ANSLEY

Ansley Radio Corp.
100 W. 31st St., New York 18, N. Y.

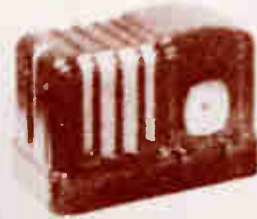
RADIO DYNAPHONE D 10—7 tube radio; crystal pick up; automatic stop on record; cabinet comes in solid walnut, maple or mahogany.



RADIO DYNAPHONE D 23—Arm chair combination with glider top; crystal pick up; cabinet may be had in walnut, maple or mahogany; 7 tube radio; 12 in. speaker.

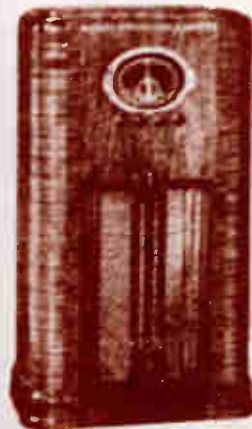
3 BELMONT

Belmont Radio Corp.
200 Franklin Ave., New York 18



MODEL 1170—Deluxe set with bakelite tuning eye, attractive large oval dial with edge illuminated glass dial and wave bands indicated on dial.

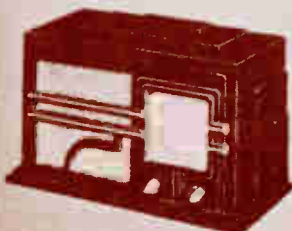
MODEL 1170—Deluxe set with bakelite tuning eye, attractive large oval dial with edge illuminated glass dial and wave bands indicated on dial.



2 AUTOMATIC

Automatic Radio Mfg. Co., Inc.
22 Brookline Ave., Boston, Mass.

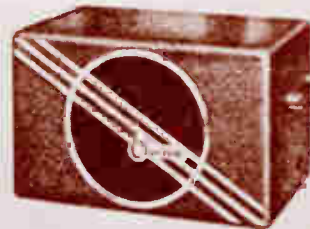
M-60 AUTO-RADIO—Dial and control elements included in the receiver case obviating necessity for remote control assembly; Giant full vision dial; harsh glare eliminated by use of a composite system of direct and indirect illumination.



MODEL 8-15—Caters to demand for plastic housing in various colors; comes in black, white, walnut and chinese red; large square vernier dial harmonizes with severely modern lines of cabinet.

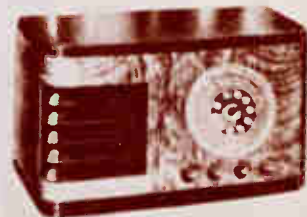
4 CLARION

Clarion Corp.
600 Park 60th Bldg., Chicago, Ill.



AUTO RADIO—One of twelve new models which will make up the new line; five 7 tube, five 6 tube and two 5 tube sets offered ranging in price from \$34.95 to \$69.95.

TABLE SET—Compact horizontal model; automatic tuning; beam power; 6 tubes; fin type grille at side; cabinet is smart combination of figured and grained walnut with dark grille for contrast.



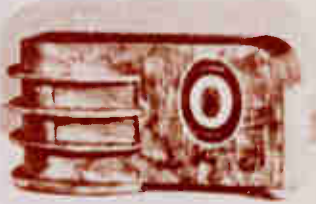
FEATURED MODELS

Numbered (and on page 9) bring you additional information.

5 CLIMAX

Climax Radio & Tel. Co., Inc.
911 E. Randolph St., Chicago, Ill.

THE EMERALD—Cabinet styling is ultra modern, built of butt walnut veneers, toned and hand rubbed to a fine luster; multi-colored convex illuminated dial with simulated gold escutcheon.



7 CONTINENTAL

Continental Radio & Tel. Corp.
625 W. Monroe St., Chicago, Ill.



ADMIRAL 935-115—Aim clear dial with stain-proof top for glasses and an oil repellent on top of the semi-circular and glass. Finely matched woods used on sides.



THE RUBY—Striking "tear-drop" design; striped walnut veneers carry out the graceful streamlining; base is polished black; equipped electronic tuning indicator tube which is covered with a simulated gold escutcheon.

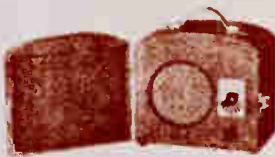
ADMIRAL 935-115—Tilt tuner console with dials high enough to allow for tuning while dancing; automatic tuning of stations; conservatively modernistic cabinet design.



6 CLINTON

Clinton Mfg. Co.
1217 W. Washington Blvd., Chicago, Ill.

MODEL 254—Completely self-contained; house in a sturdy carrying case constructed of basswood covered with the new Duco leatherette in blue, maroon or black.

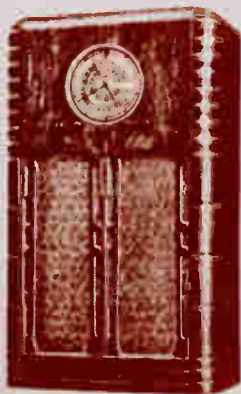


8 DETROLA

Detroit Radio & Tel. Corp.
1511 Beard Ave., Detroit, Mich.



GLEN 172A—Modernistic in line; sets on four round legs; large full vision dial; relay effectively adds to streamlining; 5 inch speaker; 5 tubes; ac-dc.



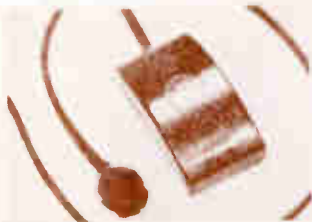
MODEL 1102—Bent top panel of matched figured walnut with rounded corners of solid wood; new note in grille work lends charm to this simple yet modern console; electric tuning eye; micro-selector.

LARK 173EC and MARTIN 174EC—Same cabinet houses both models; each takes 8 tubes and 10 inch speaker; former is an ac set and latter may be used on ac or dc; lower effect on corners of cabinet at top.



DICTOGRAPH

Electrical Research Labs., Inc.
2222 Diversey Blvd., Chicago, Ill.



MODEL 24B—May be placed to the ear or held or placed under pillow; may be used with or without radio speaker to aid in hearing; especially valuable to the hard of hearing; attaches to any standard model radio.

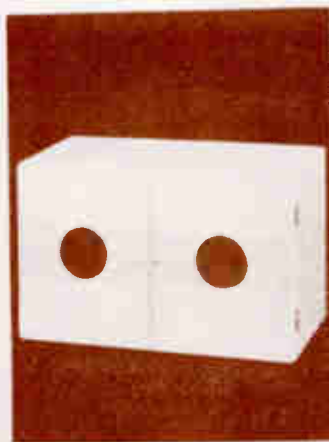
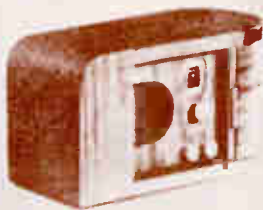
ESPEY

Espey Mfg. Co.
121 E. 24th St., New York, N. Y.



MODEL 2710—Formal style; brown leather band inlaid with oak bands for a touch of elegance; lower part of band polished maple; maple for cabinet.

SILENT RADIO—Equipped with Acousticon ear which delivers sound waves to an individual listener; reception for entire family through standard loud speaker; fiddle-back maple veneer cabinet with cork top; metal bands; sliding door.



MODEL 2711—Small cabinet covered in ivory leather; decorated with gold inlaid and inset of carved camellia; side leather is workable and sturdy.

ELEC. RESEARCH

Electrical Research Labs., Inc.
2222 Diversey Blvd., Chicago, Ill.



TUNING DIAL—Close up of the Sentinel "quick-as-a-flash" tuning dial on the console illustrated; eight of the most popular stations may be pre-selected and identified.

FAIRBANKS MORSE

Fairbanks, Morse & Co.
Indianapolis, Ind.

END TABLE 6AC-7—Smartly modern cabinet with top of striped walnut; striped walnut side panels are set off by parallel strips of dark stain at top and bottom; speaker grille at one end has graceful perpendicular spindles; "Great Circle" dial; tuning eye.



MODEL 76AC—Modernistic cabinet with rounded corners and unusual base design; automatic bass booster tone control; automatic inter-station silencer which operates when the automatic frequency control is working.



MODEL 9AC-5—Automatic tuning; shortwave station separator; a pair of straight stripe walnut panels border the grille fins and carry out the vertical design; these are inlaid at both top and bottom.

FREED

Freed Mfg. Co., Inc.
25 W. 54th St., New York, N. Y.

FREED EISEMANN 26 — Traveling case portable; ideal for trips, vacation use, camps—anywhere where alternating or direct current is available; dynamic speaker; available in black or brown fabric; fold or blue, green, red or brown striped airplane cloth.



GENERAL ELECTRIC

General Electric Co.
Bangor, Conn.

GE F 665—Arm chair type; modernistic design; striped walnut with zebra inlays; slow louver dial with each scale lighted from above to make the large clear numerals and markings stand out in relief; visual volume and tone indicators.



F E 28

FREED EISEMANN 28 — Hand polished walnut veneer cabinet with inlay and two tone finish; illuminated gold color tuning scale and gold color escutcheons; slow motion tuning control.

GE F 63—Horizontal cabinet of streamlined design; striped American walnut; louver dial; visual volume and tone indicators; full avc.; tone monitor; music speech control; 6 1/2 inch speaker.



GALVIN

Galvin Mfg. Corp.
4545 W. August Blvd., Chicago, Ill.

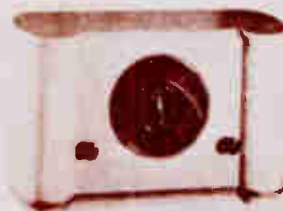


MOTOROLA 9A—Oval shaped end table model; walnut veneer set off by burl bands at top and base, tuning eye; "talking" dial; Centerdial tuning; acoustic phasing and amplification; tuning band, individually framed and lighted.

GEN. HOUSEHOLD

General Household Utilities Corp.
2650 N. Crawford Ave., Chicago, Ill.

GRUNOW 594 — "Violin-shape" cabinet; antique ivory finish; chromium speaker grille with tuning dial in center; airplane type dial; five inch dynamic speaker; size 8x13 3/4 x 6 1/8 inches.



MOTOROLA 12-Y-1 — Gracefully curved sides of striped walnut veneer, richly grained top and instrument panel, burl bands, top and base; "talking dial"; electric automatic tuning and tuning eye; Centerdial tuning; built-in.



GRUNOW 1081 — Super-Teledial automatic tuning; "morning glory" type speaker; instrument panel of center-matched stump walnut with pillars of stump walnut and stipe mottled, with pin stripe walnut borders.

Preview of New



MAJESTIC

This modern chairside adaptation, Model 672, has cellarette compartment furnished with ice bucket and glassware; cabinet is made of fine matched walnut woods with sliding top that covers radio and acts as serving tray; top is finished in alcohol-proof lacquer; 6 tube set with Telematic automatic tuning; chairside radio and the Plaskon compact pictured below are made by the Majestic Radio & Tel. Co., 2600 W. 50th St., Chicago

The 5 tube Ivory Plaskon compact (right) is also available in ebony and walnut molded Bakelite; tuning range in 2 bands covers 540-1750 kc. and 2.2-7.2 meg.; 5½ in. electro-dynamic speaker; cabinet measures 8 x 12 x 7½ in.



MAJESTIC

There are no buttons to push and no dials to spin with the Flash-O-Matic automatic tuning used in Model 358 of the Fada Radio & Elec. Co., Long Island City, N. Y.; a single knob gives 6 different stations in a split second; 5 tube chassis for ac operation; 6 tubes for ac-dc; \$49.95



FADA



WILCOX GAY

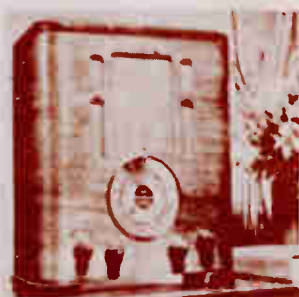
An inclined front panel, automatic telephone type dial, vernier touch tuning, large straight line retracting glass scale in colors—all are included to facilitate accurate and easy tuning; this Wilcox-Gay (Charlotte, Mich.) Model A-37 has large acoustically corrected dynamic speaker; 540 kc to 20.5 mc

Typical of the new line of DeWald sets—starting at \$16.75 and covering the entire popular price range with its 25 models—is the illustrated 1200, a 12 tube superhet with multiple band reception; all cabinets styled with an eye to color harmony; Pierce-Airo, Inc., 510 Sixth Ave., New York City



PIERCE-AIRO

Radio Merchandise



CROSLEY

For 6 v. storage battery or 110 v. ac operation, Crosley Radio Corp., Cincinnati, Ohio, offers Model 8-667A with edge lighted gold reflector type Micro-Dial; 530-1850 and 1900-22000 kc.; 6 tubes; cabinet of sliced walnut; one of seven new models—five table sets and two consoles.



EMERSON

A tapered end table radio set on an ebonized base, is a part of the line of the Emerson Radio and Phonograph Co., 111 Eighth Ave., New York City; it is a 6 tube receiver with Miracle Tone Chamber; tuning range, 16-54 and 172-555 meters; ac; Emerson foreign tuning principle; 6½ in. speaker.

The Super-Pro, formerly available only in table cabinet or in race and panel style, may now be obtained from the Hammarlund Mfg. Co. Inc., 424 W. 33rd St., New York City, in the illustrated console; a bass reflex sealed sound chamber and special 15 in. speaker add materially to the acoustical performance.



HAMMARLUND

A unique example of the practical in end table design, this chairside Model 6A1 of the Galvin Mfg. Co., 4545 W. Augusta Blvd., Chicago, Ill., has a 6 tube, 2 band radio with electric eye tuning; Golden dial; tone-voice control; 540-1750 and 5650-18,000 kc.; \$9.95.



GALVIN



FREED

A smartly styled walnut veneer and inlay cabinet houses the latest addition to the line of the Freed Mfg. Co. Inc., 44 W. 18th St., New York City; known as Model 29-D it uses 11 tubes, has electric eye tuning and covers standard American and foreign shortwave bands; ac-dc; \$45.95.

PREVIEW of NEW PRODUCTS

DICTOGRAPH

Dictograph Products Co.
501 11th Ave., New York, N. Y.

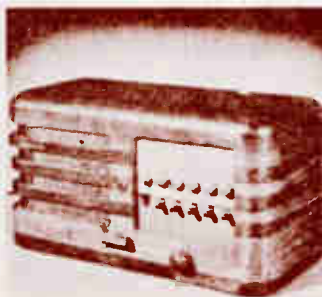


TRAILER-DICTOGRAPH—Provides instant communication between driver and trailer while in motion; two models—Model A permits occupant of trailer to talk to driver, speaker's voice being amplified by speaker under cash \$35; Model B provides the additional advantage of two-way simultaneous talk \$45; driver need never take hands from wheel with either model.

WEBSTER ELECTRIC CO.

Webster Electric Co.
Chicago, Illinois

TWO-WAY HUSTACK
—Maximum capacity, 24 stations; speaks only one person at any station and is automatic. It carried up between as many as 10 persons; multiple switch means every conversation is entirely private.



DELUXE SELECTIVE UNIT—Has bank of annunciator lights—one for each station as a hand letter button comes forward when a call comes in. It gets wanted is away from bank at the time he is called by call, who has calling and master call bell.



FREED-HESEMANN

Freed Radio & Mfg. Co.
44 W. 35th St.
New York, N. Y.

Model: FF-24

Description: 5 tubes ac-dc tri. 530 to 182 kc. Illuminated gold and blue scale. 12x8x6. — *Radio Retailing*, April, 1937.

SPEAKER MICROPHONE UNIT—May be used with all systems; has switch lever for indicating if operator wishes to speak with selective unit.



GALVIN

Galvin Mfg. Corp.
4545 W. Augusta Blvd., Chicago, Ill.



MOTOROLA "COMPANION"—All-purpose radio; a 6-volt battery and 110-volt plug-in set, it may be used as a trailer radio and on outings as well as in the home; rugged metal case, 6 tubes; battery drain of less than 1 amp.; quick changeover switch; \$49.50.



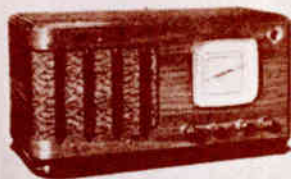
AIR-KING

Air King Products Co., Inc.
27 Hooper St., Brooklyn, N. Y.

Models: Radio in cabinet
Description: Models 2000 and 1000, 4 tubes, ac-dc, 540-750 kc., small cabinets in black and gold, red and gold, and ivory and gold, as well as walnut, mahogany or mahogany. Model 77, straight table set in a molded cabinet in various colors and finishes, including ivory, ebony, green, red. Phonograph jack, acc. 16-22 and 35-500 meters—*Radio Retailing*, April, 1937.

WESTINGHOUSEWestinghouse Radio Merging 114166.
150 Varick St., New York, N. Y.

MODEL WR 326—Striped, grained and burl walnut effectively used for contrast; rounded corners; precision eye; full vision illuminated dial; three bands.



MODEL WR 228—Grained walnut cabinet of the horizontal type; precision eye; push-pull output; tone control; large full vision dial; speaker grille opening on corner.

ZENITHZenith Radio Corp.
661 Dickens Ave., Chicago, Ill.

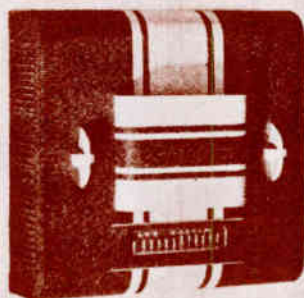
MODEL 7-S-261—Book case and radio combined; four shelves on either side; big black "robot" dial; spinner tuning; tell-tale controls; electric target tuning; personalized acoustic adapter.



MODEL 7-D-203—Arm chair radio and phonograph combination; hinged cover conceals turntable and pickup; shelf below for records; like all sets in line it may be used with privacy plug-in, secret volume governor and remote speaker.

**WILCOX GAY**Wilcox Gay Corp.
Charlotte, Mich.

CHAMELEON WALL-RADIO—Designed expressly to hang on the wall; as easy to put in place as an electric clock; streamlined metal case only 3 in. thick; finished in iridescent enamel in contrasting tones of black and silver, brown and gold, green and cream, red and gray.

**ZEPHYR**Zephyr Radio Co.
13129 Hamilton Ave., Detroit, Mich.

MODEL 35Y12—Figured walnut panels with novel fluted pilasters; giant 12½ in. cathedral type speaker; "Selecta-Unit Coil" circuit; high fidelity audio system; multi-colored dial.



MODEL A-32—Compact, horizontal table set; automatic tuning; slide rule type dial; modernistic in line; smart combination of contrasting woods to carry out streamlined effect.

MODEL 41X6—Walnut offset by inlays and overlays of ebony; dial is recessed and indirectly illuminated; gold finished scale and pointer.



PREVIEW of NEW PRODUCTS



SONORA

Sonora Phonograph Co., Inc.,
180 Park St., New
York, N. Y.

Model: Arm-chair model.
Description: Available as a separate electric phonograph or in combination with a radio receiver is a complete ac-dc superhet covering from 250-1700 kc. and 17 cm. to 10 m. waves.
The feature of this model is the compartment for 100 records. Comes in walnut, mahogany or maple. 27 1/2 x 13 1/2 in. — *Radio Retailer*, April, 1937.

EMERSON

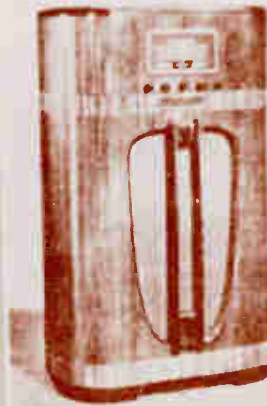
Emerson Radio & Phonograph
Corp., 111 Eighth Ave.,
New York City

Models: Z-159; Z-160.
Description: Z-159, 6-tubes, ac, superhet, 540-1750 and 5,000-18,000 kc., upright table model with slanted front panel.
Model Z-160, same technical features, compact horizontal table cabinet, speaker grille open on front and side, projecting chromized base.
Prices: Z-159, \$44.95; Z-160, \$49.95. — *Radio Retailer*, April, 1937.



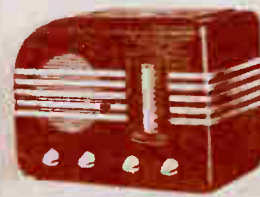
GENERAL ELECTRIC

General Electric Co.
Syracuse, N. Y.



MODEL F 36—Features touch tuning. Re-tune the dial as in retreating the set is closed while touch tuning between stations automatic frequency scan motor circuit. 12 in. speaker, modern wrap-around type cabinet. 4 other models also announced.

MODEL F 51—Placed in a plastic cabinet of striking modern design. 6 1/2 in. dynamic speaker, tone control circuit. 5 tubes, set around \$30. Model F 40, 4 tubes plastic cabinet is about \$20. Three other table sets both ac and ac-dc.



ARVIN

Arvin Radio Division, Inc.,
Chicago, Ill.



ARVIN PHANTOM KING MODEL 1427—Walnut console with automatic touch tuning; choice of 10 stations by simply pushing a button; double Phantom Filter circuit; 14 tubes; two speaker units—on 12 in. bass and one 6 in. treble; electric eye station focus.

ARVIN GRAD MODEL 618CS—One of several new models that combine absolute convenience and smart appearance. Phantom Filter circuit, 6 tubes, electric eye station focus.



ANDREA

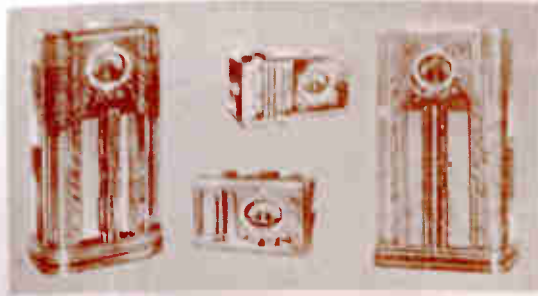
Andrea Radio Corp.,
1840 Park Ave., Woodside, N. Y.



MODEL 2-D-5—Selected American walnut cabinet; 5 tubes; 535-1720 and 2050-7000 kc.; 8 tuned circuits; dual AVC; full vision illuminated dial; scale calibrated in meters and kc.; extra easy logging scale; electro dynamic speaker; dimensions 8 3/4 x 14 1/2 x 6 1/2 in.; \$19.95.

MODEL 2-D-8—Inclined panel for easier tuning; 8 tubes; 13 tuned circuits; tunable rf stage on all bands; phono and remote speaker connections; triple anti-fading control; beam power Class A output 16.4-52.6 and 187.5-585 meters; Mystic Ray tuning; Gyroscopic station finder. \$72.95.





Models 218, 216, 214 and 214.

8 CROSLY

Crosley Radio Corp.

Models: Addition to 1937 line of sets.

Description: 11 tube console, 540-1724 kc., 15-w. semi-illum. speaker, Auto-Eas. processor, Music Hand, for eye-balling control, metal tubes, Neon tuning indicator, Major-Gramm dial; 12 tube console, with all

features of above. Mod. 11 and 12 tube consoles with tone balance but with 12 w. speaker.

Two 7 tube and a 5 tube models, 12 in. full-filling moving coil electrodynamic speaker, 540-1724 kc.

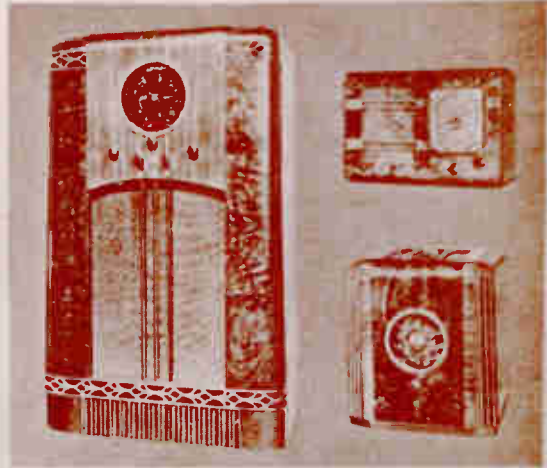
Prices: 11 tube set, \$174.00; 12 tube, \$149.50; 7 tube, \$67.50 and 179.00; 5 tube, \$77.00. — *Radio Retailing*, October, 1936. Use post card for further information.

5 MAJESTIC

Majestic Radio Co. Television Co.

Models: 1937 line of radios.
Description: In addition to the sets described in September, the following are available: Model 65, 6-tube upright table; 66, 8-tube lay-down table; 73, 7-tube upright table; 83, 8-tube lay-down table. There are also the following consoles: Model 600, console, 7-tube; 833, 8-tube; and 1050, 10-tube.

All have the following features: radio-gram tuning on all bands, tuning range from 30 to 525 meters; 10 tube set also has 8.5-in. speaker horn; illuminated Auto-control position indicator; edge ray-lighted glass tuning dial, radio-eye; illuminated volume control indicator; illuminated wave-band indicator and an acoustically treated cabinet interior. — *Radio Retailing*, October, 1936. Use post card for further information.



Emerson Model 414, 414 and 414-table set.



Emerson Model 414



Emerson Model 414

6 EMERSON

Emerson Radio & Phon. Corp.

Models: L-150 chairside set and A-148.

Description: Model L-150, chairside model, 5 tubes, ac. always, 6 in. dynamic speaker. Chair side console is made of pencil striped walnut curved to form oval shaped cabinet. Has sliding drawer which,

when open, reveals a compartment for cigarettes and an ash tray.

Model A-148, 6 tube a.c.-d.c., standard and state police call, Genoid dial, 6-in. speaker. Front panel slants for convenient tuning. — *Radio Retailing*, October, 1936. Use post card for further information.

7 ELECTRO-ACOUSTIC

Electro Acoustic Products Company

Models: Record case and cabinet.

Description: The Concerto Librarian is designed as a stand for the Concerto electric phonograph. May also be used as a record cabinet or library without the Concerto. — *Radio Retailing*, October, 1936. Use post card for further information.



9 KADETTE

International Radio Corp.

Models: Classic and Clockette radios.

Corp., Columbia and Sheraton, A.S.—42, 540-1724 kc.

Prices: Classic, \$29.50; Clockette, \$19.95. — *Radio Retailing*, October, 1936. Use post card for further information.



Description: "Classic," cabinet is three plastics, each a different color. New exterior design, crystal-like grilles of translucent Tenite. Shades combine to create harmonious color combinations. Available in four color combinations including ivory, yellow and amber and, black, red and ivory. 6 tubes, 540-1724 kc., a.c.

"Clockette" combines the dial with the speaker grille. No larger than a small clock (8-7/8x5 in.). Three period models offered: Mod-

10 REMLER

Remler Co., Ltd.

Models: 1937 line of receivers.

Description: 10 table models and 1 console, 4, 5, 6, 7, 8 and 12 tube sets. One for battery operation and one for a.c.-d.c. Both wood and molded cabinets available.

Prices: \$19.00 to \$84.50. — *Radio Retailing*, October, 1936. Use post card for further information.

PREVIEW of NEW PRODUCTS

MAJESTIC

General Electric Co.
111 South Dearborn St., Chicago, Ill.



1954 CONSOLE—12-tube button automatic radio with tuning station indicator and 16 tubes; 4 tuning bands; phono with 12-inch horn; 2 1/2" speaker in acoustically treated chamber; cabinet of highly polished matched quarter-sawn, figured buff and Oriental walnut woods.

DETROLA

General Electric Co.
111 South Dearborn St., Chicago, Ill.

ELECTRIC TAPERED TABLE SET—544 to 600 Mc. (100-1500 kc.) set for the market with automatic tuning, eight tube front panel, 12-inch speaker in the cabinet designed for the largest capacity. Telephone tapping eye, 8-tube chassis; price: \$19.95. The model also offers 5, 11 and 14 tube versions, all with electric tuning.



GRUNOW

Grunow Radio Corp.
100 N. Dearborn St., Chicago, Ill.

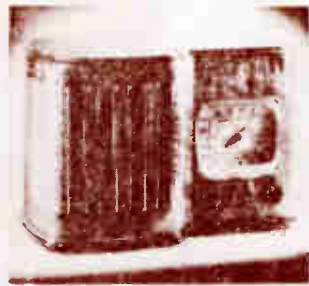


650 TELE-DIAL CONSOLE—Inclined panel model with indirectly lighted Glo-Gold Tele-Dial set in a grained center-matched walnut panel that has been tipped back at a moderate angle for convenient tuning; 6 tubes ac; 550-18,000 kc.; 12 in. "marching glory" speaker; Tele-dial provides 10 buttons for fast automatic tuning.

EMERSON

Emerson Radio & Phonograph Corp.
111 South Dearborn St., Chicago, Ill.

AM-44 COMPACT—6 tube wood, Super-Hit American, foreign and police reception; Miraculous Tone Chamber; 5 1/2" in. dynamic speaker and fine control beam cover tube; cabinet of hand-stained walnut and Oriental wood; \$39.95.



ULTRAMAR

Ultramarc, Inc., Corp.
1165 Howe St., Chicago, Ill.

1938 LINE—24 models all have new "World Spanner" master tuner, phantom station finder and "tunedight" dial which includes the names and exact locations of all stations for each particular country; choice of models ranging from 5 to 20 tubes for all wave bands from 5 to 2100 meters.



WILCOX GAY

Wilcox Gay Corp.
Chicago, Ill.



CHAIRSIDE RADIO—Automatic telephone type dial, automatic tuning, at night line glass scale; 14.8-50 and 170-550 meters; 5 tubes; modernistic cabinet blending light and dark woods for contrast; \$44.95.

KADETTÉ

International Radio Corp.
410 Ave. M., Minn.



MODEL K 1024—10 tube chassis; exceptional attractive cabinet of Flama Vera maple finished with contrasting grains of walnut; large easily read dial; \$19.95.

MASTERFONE

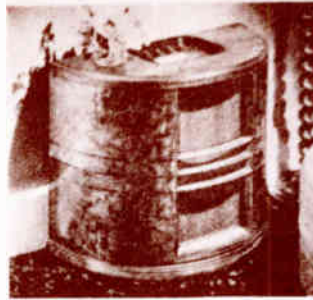
Communications Engineering Corp.
110 E. 42nd St. New York, N. Y.



INTERCOMMUNICATOR — Conversations may be initiated by either the master or remote station through use of "talk-listen" lever; complete privacy for all stations; from one to five remote stations may be hooked up; connected by a single, shielded microphone cable; master and one remote unit is \$32.50; additional remote stations, \$9.50 each

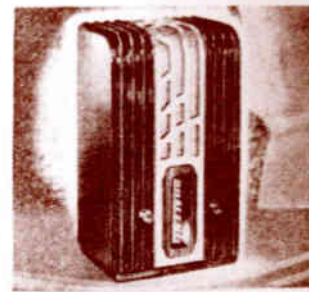
STEWART WARNER

Stewart Warner Corp.
1824 Diversy Parkway, Chicago, Ill.



MODEL 1883 AC-DC— Front and ends are sea continuous panel of center match sump walnut, decorated with rosewood inlays; dial panel is recessed in top and covered with plate glass; 6 tubes; 540-1720 and 5800-18200 kc.; 4 1/2 in. Magic Dial; acc. ac-dc

MODEL 3041 — Unique design; performs and appears equally well in 3 different positions: upright, horizontal with dial on side or horizontal with dial facing upward; fits snugly in any corner of the room; 5 octal base glass tubes; 540-1720 kc.; acc.



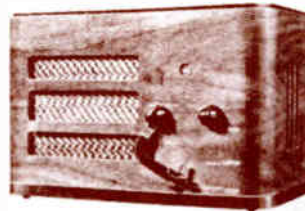
CROSLLEY

Crosley Radio Corp.,
Cincinnati, Ohio

Models: "Liver" with Teletuning.
Prices: Teletuning, \$24.95; without Teletuning \$19.99; battery model \$19.99.— Radio Retailing, April, 1937.

CROSLLEY

Crosley Radio Corp.
Cincinnati, Ohio



CHATBOX — Two-way loud speaker communication for home business or industry; may be connected by plugging power cord into receptacle or, where electrical interference may be transmitted or where it is desired to operate the system without other units picking up conversation, a direct wire connection can be used; \$19.99 per single unit

PRESTO

Presto Recording Corp.
139 W. 19th St. New York, N. Y.

JUNIOR SOUND RECORDER — Records voices or musical instruments on records that can be played immediately; makes high fidelity, noise free records up to 12 in. diameter; plays any record up to 12 in. in diameter; connects to radio to record programs on the air; operates on 110 ac; \$1.49 complete with microphone, ready for operation



INTERCALL

Intercall Systems, Inc.
Dayton, Ohio

INTEROFFICE SYSTEM — Model U-5, illustrated, has a maximum of 5 stations; every station a master unit; may be had with or without ear phone which cuts out speaker for confidential conversations; Model U-10 has a maximum of 10 stations; a 5-way system for quick two-way communication also offered; simple, light socket installation

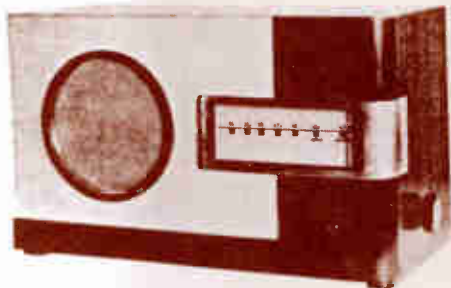




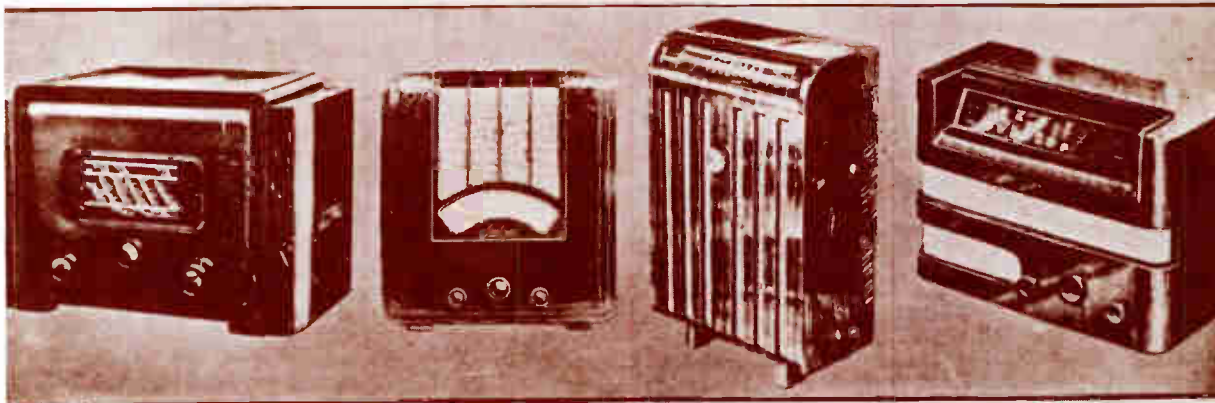
OAK FOR STRENGTH—The dial of this light oak-encased receiver covers 60 per cent of the front. The cabinet beneath makes a splendid accessory for repeat business too.

FOREIGN FAVORITES

New cabinet ideas are the most effective stimulant to replacement. Here are some from



PRACTICAL MODERNISM—Two-tone wood and contrasting metal make this short-wave receiver stand apart. Note the extreme scale simplicity and control on side.



SIMPLICITY FOR FARMERS—Here's a battery set with the number of controls reduced to the very minimum and the dial made extremely large. Speaker is at back.

BAKELITE BEAUTY—Entirely moulded, this cabinet imitates Circassian walnut of the so-called root-pattern variety. The grille is a gold-brown silk.

EASY TO TUNE—Large top edge scale plus controls on both front and side give this modernistic console both convenience and novelty.

NO MEAN DIAL—Table models need not have miniature dials. Top edge tuning can be applied to small sets as well as to the larger consoles.

1938

MAJOR EVENTS IN HISTORY

1938

Germany annexes Austria and takes the Sudetenland from Czechoslovakia.

The March of Dimes is organized to fight polio.

Howard Hughes flies around the world in 91 hours.

Bingo is the new money game.

TOP PLAYS

Our Town

What A Life

Kiss The Boys Goodbye

Abe Lincoln's Illinois

TOP BOOKS

The 5th Column

Ernest Hemingway

Listen The Wind

Anne Morrow Lindbergh

All This & Heaven, Too

Rachel Lyman Field

My Son, My Son

Howard Spring

The Yearling

Marjorie Rawlings

TOP MOVIES

Boy's Town

The Citadel

The Hurricane

Jezebel

Pygmalion

Snow White & The 7 Dwarfs

TOP MUSICALS

Hellzapoppin

Knickerbocker Holiday

The Boys From Syracuse

SPORTS

Bob Feller, Cleveland Indian's 20 year old pitcher, strikes out 18 men in one game.

TOP SONGS

A Tisket A Tasket

The Flat Foot Floogie

Heigh-Ho

Love Walked In

My Heart Belongs To Daddy

September Song

Ti Pi Tin

You Must Have Been A Beautiful Baby

ON THE RADIO

Orson Welles terrifies the country with his Mercury Theater broadcast of War Of The Worlds.

Dick Tracy

Information Please



With Jerry Colonna, for years associated with the Bob Hope Show. (1938)

RULES THE AIR-WAVES!

Meet "Price Competition" with the Little Admiral A Full 5-Tube AC-DC Super as Low as \$9.95

You can depend on Admiral to keep one step ahead of the parade . . . in price . . . performance . . . design. Here's a new 5-tube super that will help you get your share of the midget radio business. Has 5 working RCA metal tubes in improved superhet circuit to give 7 tube performance . . . automatic volume control . . . pilot light . . . range 535 to 1735 KC. Modern one-piece molded plastic cabinet available in four attractive colors.

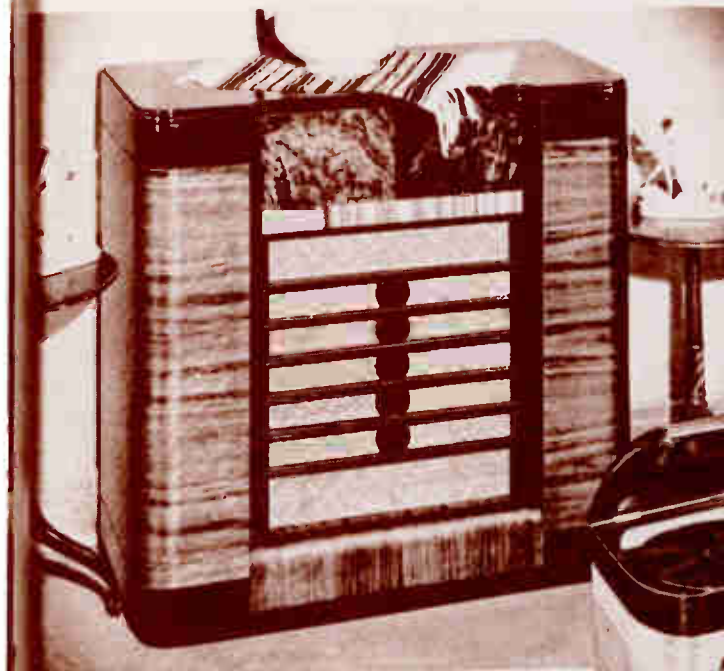


WIRELESS RECORD PLAYER With Microphone Attachment

Can be used as a P. A. System . . . Also lots of fun "broadcasting" at home.

Model AW 11. Wireless Record Player. Completely portable. No wax beam player in radio. Plays up to 12 inch records. Has self-starting motor . . . automatic stop . . . needle cup . . . rest . . . off and on pilot light sounds when record player is in operation . . . 2 position power control switch. Lid closes on 12 inch records. Smartly styled cabinet of figured walnut with chrome trim measures 13 inches by 13 inches by 6 1/2 inches. Sensationally low price.

NEW 1939 ADMIRAL RADIO-PHONOGRAPH



Meet Model—142-8A Radio-Phonograph Console. 8 tube AC superhet radio with permeability push button tuning. Has large, easy-read slide rule dial . . . continuously variable tone control . . . full V.C. . . . extra heavy electro dynamic speaker. Three bands. Tunes American broadcast and foreign stations, police, amateur, aviation and ship stations. Phonograph includes automatic record changer which plays 10" or 12" records automatically in mixed sequence. Has top loading crystal pickup with automatic needle cup and triple sealed crystal cartridge.

Left—Model 521-SC 5 tube (including battery) T.R.F. Radio-Phonograph with 5" electro dynamic speaker . . . 2 watt output . . . one stage R.F. tuning range 535 to 1735 KC. Tunes American broadcast and police stations. Phonograph has new light weight crystal pickup and 78 R.P.M. quartz electric motor. Plays up to 12" records with top closed.

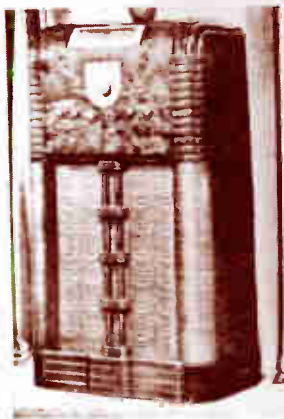
Model 521-SF A.C. Superhet Table Radio-Phonograph. 5 tube 110 volt radio with tuning range 535 to 1735 KC. Has 5" electro dynamic speaker. Phonograph and cabinet same as Model 521-SC. Underwriters approved.



1938

Admiral RADIOS FOR 1938

ADMIRAL AC CONSOLES AND ARMCHAIR RADIOS—8 TO 16 TUBES



ADMIRAL 16 TUBE
TILT TUNING CONSOLE

Model 935 11S
This is the largest and most powerful of the Admiral line of 1938. It features a 16 tube AC superheterodyne circuit, 12" speaker, and a tilt tuning mechanism. The cabinet is made of mahogany and is finished with a high gloss lacquer. It is a true masterpiece of radio engineering and cabinet design.

ADMIRAL 11 TUBE
TILT TUNING CONSOLE

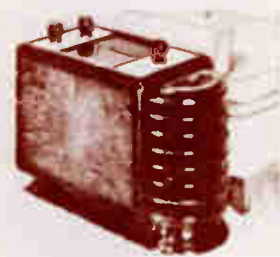
Model 935 11S
This is a 11 tube AC superheterodyne radio with a 12" speaker and a tilt tuning mechanism. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.



ADMIRAL 11 TUBE
VIOLIN SHAPED CONSOLE

Model 940 11S
This is a 11 tube AC superheterodyne radio with a 12" speaker and a violin-shaped cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

ADMIRAL 8 TUBE
"ARMCHAIR" RADIOS
Model 945 8T
This is a 8 tube AC superheterodyne radio with a 12" speaker and a "chair" shaped cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.



Model 957 8T
This is a 8 tube AC superheterodyne radio with a 12" speaker and a "chair" shaped cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

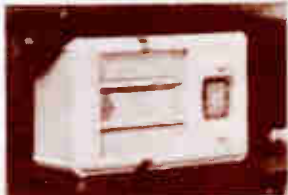
ADMIRAL DU-ETTES— SMART, COMPACT RADIOS THAT "STAND-UP" OR "LAYDOWN"

Model 950 12
This is a 12 tube AC superheterodyne radio with a 12" speaker and a "stand-up" cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

Model 951 12
This is a 12 tube AC superheterodyne radio with a 12" speaker and a "stand-up" cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

Model 952 12
This is a 12 tube AC superheterodyne radio with a 12" speaker and a "stand-up" cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

Model 953 12
This is a 12 tube AC superheterodyne radio with a 12" speaker and a "stand-up" cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.



ADMIRAL 8 TUBE
CONSOLES

Model 945 8T
This is a 8 tube AC superheterodyne radio with a 12" speaker and a "chair" shaped cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

Model 957 8T
This is a 8 tube AC superheterodyne radio with a 12" speaker and a "chair" shaped cabinet. It is finished in a high gloss lacquer and is a true masterpiece of radio engineering and cabinet design.

SEE NEXT THREE PAGES FOR MANY
OTHER ADMIRAL RADIOS FOR 1938



SEE THIS DISPLAY
AT YOUR JOBBER'S

NEW 1938 ARVINS

WITH THE *Phantom Filter Circuit*

● Anyone who knows the technical side of radio knows this: The basic difference between radios lies in the circuit—the way the various characteristics of coils, condensers, transformers and tubes are knit together. In the Phantom Filter Circuit, Arvin engineers have combined these and other units in a way that produces better radio reception. It is apparent when you listen to the new Arvins alongside other radios. Do that now—at your jobber's.



ARVIN PHANTOM QUEEN Model 1247—a lovely 12-tube combination book-case radio, priced at \$140.00. Has automatic tuning with Arvin's Presto-Station-Change... and all other modern features. Other consoles and table models shown above on impressive Arvin Floor Display.



BETTER RADIO RECEPTION because of the Phantom Filter Circuit—that's the dominant sales idea in Arvin national consumer advertising. Full page announcement in Post and Courier's coming soon. Miniature reproduction shown above.

● The Phantom Filter Circuit is a powerful sales producing feature—because it means better radio reception. And that's exactly what folks want in radios. That—plus cabinet styling which appeals. Of course, the new Arvins have every modern radio improvement, including automatic tuning with Arvin's Presto-Station-Change in the larger models. Arvin has both the performance and the styling that makes sales. See them. The line is "hot!" Nobilit-Sparks Industries, Inc., Columbus, Indiana.

ARVIN PHANTOM BACHELOR Model 628CS—a distinctive chair side console, popularly priced at \$69.95. This is one of 19 beautiful Arvin radios priced to sell from \$19.95 to \$160.00. Also 2 and 6-volt battery models in console and table cabinets. Prices slightly higher in extreme South, Denver and West.

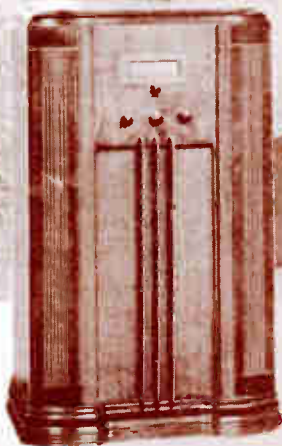


Sales are Booming on Arvin Phantom Filter Car Radios

A GREAT OPPORTUNITY FOR SALES AND PROFITS

with General Electric Battery Radio

IN RURAL MARKETS



Model FB-77

ADVANCED
1938
MODELS



Model FB-52

2-VOLT "AIR CELL" MODELS 6-VOLT SINGLE BATTERY MODELS

SENSATIONAL FEATURES OF THE 7-TUBE LINE

Color Tuning and Silent Tuning with Push-button Control • Tuning Range 150 to 18,000 kc. • Neon Alignment • Permanent magnet Dynamic Speaker • Sliding rack Tuning Scale • Illuminated Dial • Automatic Burn Indicator • Super Choke B. Amplification • 3 stages of Intermediate Frequency Amplification • 2-point Tone Control • Automatic Volume Control • Wave Trap • Beautiful Cabinet and Table Cabinets.

BIG FEATURES OF THE 5-TUBE LINE

Greater Dynamic Range Ability • Tuning Range 150 to 18,000 kc. and also to 18,000 kc. • Super sensitive Magnetic Speaker • Sliding rack Tuning Scale • 3 stages of Intermediate Frequency Amplification • Automatic Volume Control • 2-point Tone Control • Low Battery Drain • Wave Trap • Beautiful Cabinet and Table Cabinets.

GENERAL ELECTRIC POWER ADAPTER

This unique item enables the owner of a 2-volt G. E. Battery Radio to connect his portable model even to a single 6-volt battery operated receiver.

Radio prospects beyond reach of the "High Lines" present a vast, rich market for the sale of General Electric Battery Radios. There are probably several thousand prospects in the farms, country homes, camps, roadside stands, boats and yachts, located right in your own trading area. GENERAL ELECTRIC gives you a fast moving BATTERY RADIO line, having a long list of sensational sales features... a money-making sales stimulation plan on wind driven and motor driven charging equipment... an intensive sales promotion and merchandising program.

Your G. E. Radio Distributor will gladly give you full details. Ask for the G. E. BATTERY RADIO SALES PLAN... today.

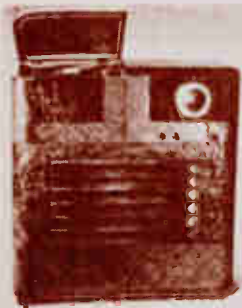


GENERAL ELECTRIC

Battery Radio

APPLIANCE AND MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONN.

CONSOLES Go Places!



EMERSON—Combination Model 8R224, 13 tube a.c. super het.



PHILCO—Model 36XX, 6 tube, eight station, push button tuning.



STROMBERG-CARLSON—Model 340-W, 8 station push button tuning. Walnut.



MAGNAVOX—Radio-phonograph combination, \$49-18000 etc.

Three thousand, eight hundred and thirty-two radio consoles with (and without) record changers, with (and without) high-fidelity, with (and without) touch-tuning, with (and without) crystal sets, high-fidelity radio reception sets, consoles offer an interesting variety of "reasons to buy" which are sure to appeal to a wide variety of personal preferences. In one showing this month, there is a generous sprinkling of the increasingly popular, photographically combination sets which have appeal as pieces of furniture, complement the well-groomed lines of standard consoles.

No longer are console sizes uniform. Proportions are so varied that size and shape may be chosen to fit the spot in the home which the new set is to fill. For the narrow wall space there is the taller set, with perhaps a concealed drawer to hold the record album, which one manufacturer offers in a combination set. A corner cabinet or scalinette solves the problem of the corner ensemble that needs a radio to complete it. Bookshelves add to the interest of another console, and a spinet type and 18th Century designs in cabinets will catch the eye of the most casual "looker". In general the broad sleek lines and hand-rubbed finish of fine woods give a sense of well-being and luxury to any home to which the '39 sets may go.

It looks like a good year for consoles, they are really going places—the more because they are groomed and ready to add to any setting—as furniture—as radio. There are sales waiting for the dealer. Sales behind which there is an attractive profit margin. *One sale, one demonstration, one delivery, one transaction, and the cash register has closed on a profitable sale.*



DETROLA—Model 2945PC, 8 tube combination.



R C A—Combination Fortieth Anniversary model, 8 tube a.c.



ARVIN—Model 1247D, 12 tube, push button and dial tuning.



GENERAL ELECTRIC—Model G-75, 7 tubes, 2 bands, touch tuning.

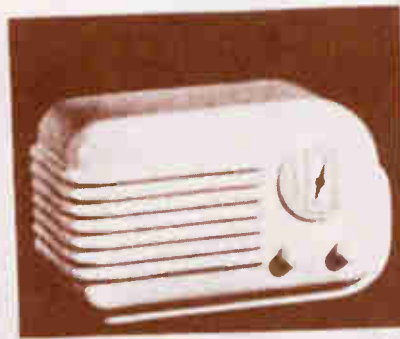


ANSLEY—Whitby with or without automatic record changer.

WHY Give the Same Old Christmas Chestnuts?



WASH LAMP



BELMONT



AUTOMATIC



DETROLA

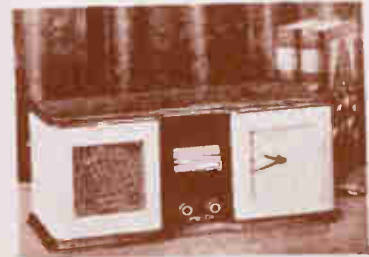
302



FADA



ARVING



TRAY-LER

325



SONORA



ARVIN

402A



WESTINGHOUSE

WR166

PREVIEW OF NEW RADIO MERCHANDISE

ANDREA

COMBINATION Radio Phonograph or Console in which phone motor can easily be mounted. Walnut veneer cabinet designed for optimum cabinet acoustics. Climatic sealed Easy-View dial, automatic tuning buttons, continuous tone control ac. or dc., beam power output tube 12 in. dynamic speaker.

Andrea Radio Corp.
48 20 48th Ave., Woodside, L. I.

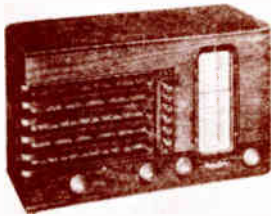


MAJESTIC

Majestic Radio and Television Co.
2230 W. 50th St., Chicago, Ill.



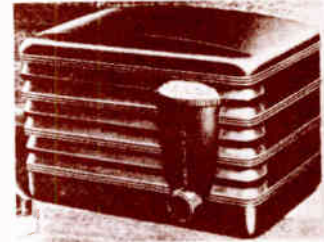
CHARLEY McCARTHY MODEL — Six tube superhet featuring an exact image of Charlie McCarthy on the front of the cabinet.



MODEL 14-E6 — Superhet, six station tuning buttons 18 300 to 5 900 kc., 1720 to 520 kc., continuously variable tone control, anti-fluttering control on short-wave reception.

SENTINEL

Sentinel Radio Corp.
2222 Diversey Parkway, Chicago, Ill.



MODEL 137 UT — Compact model with cabinet in walnut or ivory bakelite, range 540 to 1730 kc., 3 1/2 in. electro-dynamic speaker two watts power output, shipping weight 4 pounds

PHILCO

Philco Radio and Television Corp.
3701 N. Broad St. Philadelphia, Pa.

MODEL 7C — Distinctively styled two-tone walnut cabinet with ovaloid dial, this 5-tube superhet offers six push-buttons and standard and short wave broadcast bands.



FEDERAL

Federal Recorder Co.
1776 Broadway, New York, N. Y.



MODEL CT 12 — Console, 12" turntable, 78 and 33 1/3 RPM, heavy duty constant speed synchronous motor. Includes crystal microphone and stand with licensed Radio Tuner for recording off the air. \$249.00

PRESTO

Presto Recording Corp.
139 W. 19th St., New York, N. Y.



CONSOLE RECORDING PHONOGRAPH — Combination sound recorder, phonograph and public address system with 12" recording turntable, lightweight magnetic pickup and four stage amplifier having gain of 115 db. 12" high Fidelity loudspeaker

PREVIEW OF NEW RADIO MERCHANDISE

STROMBERG

Stromberg-Carlson Telephone Mfg. Co.,
Eschscholtz, N. Y.

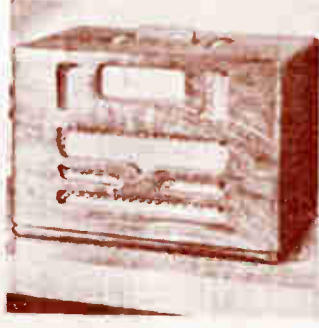
MODEL 173-S—Housed in maple cabinet of an elegant early American design. 6 push button Electronic Flash Tuning, automatic frequency stabilizer, class A amplification, automatic volume control, two tuning ranges.



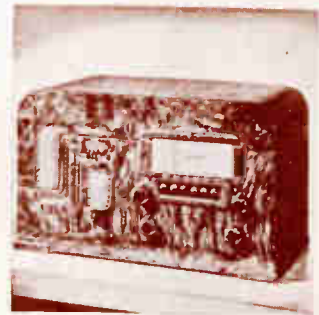
MODEL 350-M—Walnut cabinet. Three tuning ranges, 8 button tuning, acoustical labyrinth, ear-level projection, high fidelity, automatic tone compensation.

MOTOROLA

Motorola Mfg. Corp.,
1342 W. Augusta Blvd., Chicago, Ill.



MODEL 59 T-4—"Top" tuning by means of disks sunk in the top of the solid walnut cabinet. 5 tube ac. superhot, 4 pushbutton tuning, 5 in. electro-dynamic speaker, tuning range 540-1720 kc.



MODEL 59 T-5—Five tube ac. superhot, 6 station automatic tuning housed in Glorwood cabinet. Tuning range from 540-1720 and 5650-18 000 kc. Illuminated straightline dial slanted at correct angle for easy tuning.

MAJESTIC

Majestic Radio and Entertainment Corp.,
2608 W. 52nd St., Chicago, Ill.



COMBINATION — Model 699F—Six tube superhot radio-phonograph with 3 band, 6 button mechanical tuning, automatic volume control. Phonograph has crystal pickup, self-starting motor, automatic stop, and plays 12 in. records.

EMERSON

Emerson Radio and Phonograph Corp.,
111 Eighth Ave., New York, N. Y.



COMBINATION — Portable 5 tube ac-dc superhot radio-phonograph combination with tuning range of 540 to 1730 kc., 6 in. permanent magnet dynamic speaker and automatic volume control. Crystal pickup with self-starting motor and tangential tone arm.

BRUNSWICK

Brunswick Radio Div., Mersman Bros. Corp.,
206 Lexington Ave., New York, N. Y.

MODEL 3689—Another of Brunswick's line of radios in fine period furniture, the half round cabinet of this 6 tube ac. superhot could be used as one of a pair of French Commodes. Six push-button tuning, 50-watt power output, automatic volume control.



MODEL AX-211 "Little Miracle" 5 tube, ac-dc, superhot, 540 to 1730 kc. Two double duty tubes, miracle tone chamber, electro-dynamic speaker, automatic volume control, beam power tube, built-in antenna, walnut or ivory.



New PRODUCTS for the New SEASON

111 **REMLER**

Remler Company, Inc.
170' Broom St., San Francisco

MODEL 81 — Push button tone six network stations. Radio type dial for manual operation. 6 tubes, superheterodyne circuit and other new features.



113 **LAFAYETTE**

Whitcomb Radio Service Co.
105 East 44th, New York

MODEL D-66—A seven tube ac-dc. set, superhet, push button tuning. Full wave dial tuning eye; table model.



MODEL 54 — Modernistic wood and cabinet with new 12 in. 50 watt speaker grille. Size, 8 1/4 by 10 by 5 1/2 inches. No. range is \$40 to \$75. 5-tube 4-tube superheterodyne circuit. Dial keys stations by name.

12 TUBE—Four brand ac or ac-dc superhet with tuning range from 12 to 47 meters; 40 to 130 meters; 171 to 255 meters and 815 to 2,050 meters. Beam out put tubes, cathode ray tuning eye.



112 **EMERSON**

Emerson Radio and Phonograph Corp.
111 Eighth Ave., New York, N. Y.

MODEL AX-212 — Standard American broadcast and police calls, a.c. d.c. operation. 5 tubes; mirror tone chamber; full wave demod. dial, available in either walnut or figured maple. \$19.95.



HALSON

Halson Radio and Television, Inc.
Meriden, Conn.

MODEL 10 — Mounted in walnut cabinet trimmed with contrast bands of burl walnut, features Halson Bellring Tone. Six tube ac-dc superhet six in. loud speaker, tone control, beam power output, broadcast and short wave bands. List \$24.50.



MODEL AX-219—Five tube ac-dc, superhet with turntable and pickup built in. Turntable ac. operated; crystal pickup; tangential tone arm; tone control. Plays 10 and 12 inch records. Price \$29.95.

GAROD

Garod Radio Corp.
118 South Ave., New York, N. Y.

MODEL 415F—A 16 tube superhet ac. collector with Prestomatic 8 button instantaneous tuning over 4 bands. 81.5 pre-amplifier stages on all bands; tone selection; automatic beam compensated volume control, slide rule dial.



103 ZENITH

Zenith Radio Corp.
801 Dickens Ave., Chicago

MODEL 6D111—6 tubes, including ballast type, superheterodyne. Standard broadcasts. 5-inch electro dynamic speaker. In brown Bakelite, \$14.95. In ebony or ivory, \$17.95.



105 RCA VICTOR

RCA Manufacturing Co., Inc.
Camden, N. J.

MODEL 97A—12 tube radio in 1930s style period cabinet. Two hinged doors conceal instrument panel and dial. High fidelity instrument with 5-band dial, electrical magnetic scale, improved electric tuning master oscillator, RCA Victor tubes.



MODEL 6D317—6 tubes including ballast type, superheterodyne. Transcontinental, automatic, tip-touch tuning. Standard broadcasts. 5-inch electro dynamic speaker. 14½ inches wide. Wood, walnut finish, with glass column grille. \$29.95.

MODEL 97KG—7-tube 3-band radio housed in console grand cabinet especially designed to fit room as naturally as sofa or easy-chair. Lower and wider. Designed by John Vassós. Has improved electric tuning, many other new features, plus RCA Victor tubes.



104 MAJESTIC

Majestic Radio & Television Corp.
2400 W. 50 St., Chicago

MODEL 511—Five tube ac superheterodyne. Two-toned Pleskon ivory cabinet with royal blue speaker grille, illuminated full vision dial. Electro dynamic speaker 5½ inches in size. Avc., 3½ watts output. Size: 8½ x 8½ by 6 inches.



106 SONORA

Sonora Radio & Television Corp.
Merchandise Mart, Chicago

MODEL D-12—Two-band, ac-dc separator. Tunes from 1720 to 535, 2200 to 70000 kc. 2 watts output, beam power tube, tone control, a.v.c., six inch slide rule vernier dial, six inch dynamic speaker. Louvre grille. Size, 16 by 7½ by 9½ inches.



MODEL 52—Five tube ac-dc superheterodyne. Petit Majestic type. Modernistic cabinet natural mahogany or ivory, trimmed in red or blue. Avc., illuminated full vision slide rule dial, 1½ watt beam power output, dynamic speaker. Tuned broadcast end police calls.

MODEL C-22—AC model. Plastic moulded design. Tunes from 1720 to 535 kc. Features dyna-boost circuit, 2 watts output. Full dynamic speaker. Slide-rule vernier dial. Available in ivory, mottled walnut, black, ivory face with black body.



Numbered card in this issue brings you additional details

New PRODUCTS for the New SEASON

107 TOM THUMB

Automatic Radio Mfg. Co., Inc.
117 Broadway Ave., Boston

MODEL 933—441 v.c. automatic receiver of extreme modern design. Chrome and green, black, brushed grey or ivory. STANDARD type enclosed in crystaline lacquer. Deluxe type in lacquered cabinet. Full size illuminated dial. Dynamic speaker.



109 G.E.

General Electric Co.
135 Boston Ave., Springfield, Conn.



MODEL G-106—Key-board touch tuning (14 keys). Built-in Beam-oscope door away with variable aerial and ground connection. Automatic program pre-selector selects programs in advance for entire 24 hour period. Visual Scope tone quality control. 10 tubes, 12 watts output.



MODEL 980—Single unit desk model automatic receiver with giant non-glass dial for safe tuning while driving. Six tubes, variable control for country or city operation.

MODEL G-53—Key-board touch tuning (8 keys). Oscillator stabilization circuit. Automatic bass compensation. 5 tubes, 2 bands, multi-range beam dial. Triple tone quality control. 8 1/2" lock speaker.



108 WILCOX-GAY

Wilcox-Gay Corp.
Canton, Mass.

MODEL A 52—Super heterodyne. Walnut cabinet 7 1/2 x 14 1/2 x 7 inches. Continuously variable tone control and 6 1/2" lock heavy duty dynamic speaker. New straight line reflecting dial and gold finished scratches. A.C.



110 FADA

Fada Radio and Electric Co.
322 Vermont Ave., Long Island City, N. Y.



MODEL 25T-6—6 tube superheterodyne, large illuminated dial, walnut cabinet, automatic overload control and beam power output system. Dial nullifies in meters and kilocycles.



MODEL A 51—Two tone coils. Four-wire tube. Illuminated dial. Attached aerial. A.C. or D.C. Four lock dynamic speaker. Available in black, ivory, mahogany and ebony plastic. Shipping weight, 5 1/2 lbs.

MODEL 484V—Mod-ernistic ivory plastic cabinet with two-tone illuminated "Dial-a-Gon" dial. Features inverse feedback network to reduce distortion, tonal impurities, and extraneous harmonics to give smoother tone at all volumes.



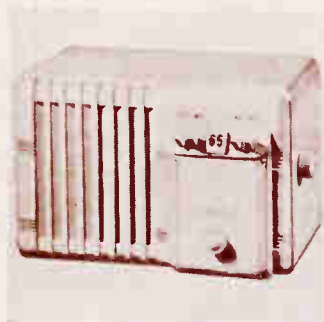
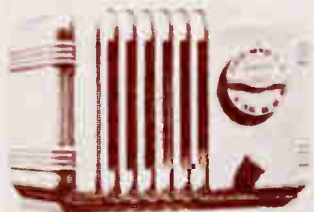
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New PRODUCTS for the New SEASON

119 ADMIRAL

General Electric Radio and Television Corp.
1400 East Lake St., Chicago, Ill.

MODEL 125 SE—Mid-
et superhet with mod-
ern Bakelite cabinet
available in black, ivory,
walnut and red. 4 inch
dynamic speaker; iron
core antenna coil; 535
to 1735 kc.; 1 1/2 watts
output.



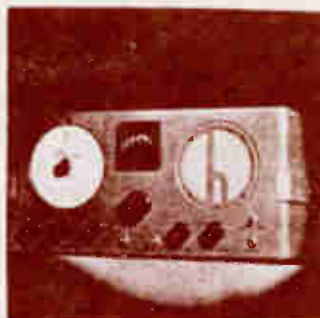
MODEL 115-5A — Five
tube a.c. superhet with
tuning range from 535
to 1735 kc.; manual
pushbutton tuning; drum
type dial with magnify-
ing lens; 5 inch dyn-
amic speaker; two
stages r.f.; in ivory,
black or walnut; \$16.95
to \$19.95

121 HALLICRAFTERS

Hallcrafters, Inc.,
1215 N. Lincoln Ave., Chicago



MODEL 521 — Com-
munications type super-
heterodyne with crystal
filter, electrical band-
spread, speed tuning
lever, the Triometer
detector, beam through
and including the
broadcast band. Some
power output. Noise
limiting circuit. Broad-
sharp filter. Super-
Crystal model.

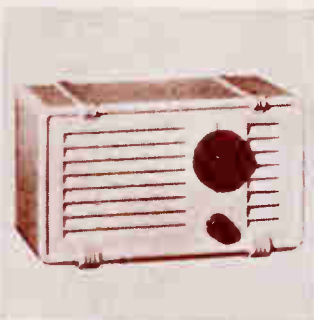


MODEL 520 — Com-
munications type re-
ceiver with extremely
wide band coverage.
Electrical bandspread,
image rejection cir-
cuit. Many modern
features useful to am-
ateur and shortwave lis-
tenser alike at reason-
able price.

120 AUTOCRAT

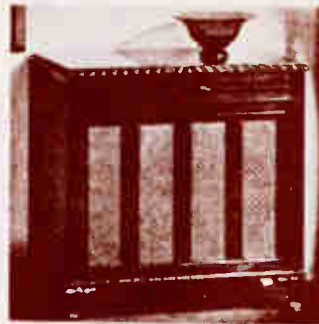
Autocrat Radio Co.,
3855 N. Hamilton Ave., Chicago

MODEL 101 — Four
tubes. Full floating dy-
namic speaker. Iron
core coils. Broadcast
and police calls.
Moulded cabinet in
black, green or ivory.
For ac-dc operation on
110 or 120 volts.



122 McMURDO SILVER

McMurdo Silver Corp.,
2900 Michigan Blvd., Chicago, Ill.



ORPHEON — A new
idea in radio for high
quality from local sta-
tions only; no short
wave bands. Speaker
may be had in 15 or
18 inch size; complete
remote control; auto-
matic record changer.

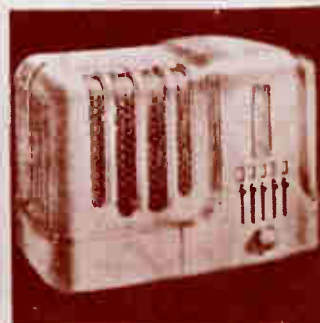


MODEL 359—Five tube
superhet automobile
type. Six push buttons
for automatic tuning.
Slide rule, full vision
dial. Avc. Single unit,
under dash mounting.
Electro-dynamic speak-
er. Size: 6 x 6 x 12
inches. Range: 535 to
1530 kc.

123 BELMONT

Belmont Radio Corp.
1257 Fullerton Ave., Chicago

MODEL 526—Five tube
ac superheterodyne with
automatic Bel-Monitor
tuning. In ebony, wal-
nut and ivory Bakelite
cabinet.



Numbered card in this issue
brings you additional details

New PRODUCTS for the New SEASON

115 DETROLA

Detroit Corp.
1201 Grand Ave., Detroit, Mich.

CONVERTER — Ultra high frequency converter for attaching to any standard receiver; range 25 to 63 millimeter tubes available; modern moulded cabinet; vernier type dial



MODEL 219 — Super-Pee Wee; ideal for boudoir, travel, kitchen or office. Available in various color cabinet; short waves; five tubes

116 AIR KING

Air King Products, Inc.
9-35 Hooper St., Brooklyn, N. Y.

MODEL 222 — Table compact; tunes from 1740 to 540 kc. Works on 110 to 125 volts, ac or dc. Is 5 3/8 by 7 by 4 1/2 inches overall. Shipping weight, 5 lbs. Has four tubes



MODEL 911 — Automatic tuning table type. Tunes from 1740 to 540 kc. 110 to 125 volts ac or dc. Is 10 by 15 3/8 by 7 inches overall. Shipping weight 15 lbs. Uses six tubes

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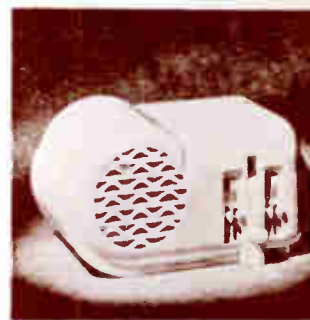
STEWART-WARNER

Stewart-Warner Corp.
461 Broadway Bldg., Chicago

117



MODEL 91117 — Eleven tubes; magic key-board; automatic tuning; ten pushbutton bands; tuning from 530 to 22,500 kc.; shadow-tone tuning; four position tone control; automatic bass compensation; automatic antenna system; 12 inch dynamic speaker



MODEL 97-562 — Five tubes; magic keyboard; automatic tuning; 540 to 1720 kc.; illuminated dial; accurate station selector; pentode audio system; 5 inch dynamic speaker. Cabinet of Plaston

118 ESPEY

Espey Mfg. Co., Inc.
67 Irving Place, New York

MODEL 7-861 — Duncan Phyfe period style, incidental furniture design with 6-tube radio chassis. American and European reception. mahogany or walnut



MODEL 861B — Traveling companion style; plays on any type 110 volt current. Cover may be removed when at home. Six tubes. American broadcast and police calls and shortwave band. Also several amateur bands

New TABLE MODELS

WILCOX-GAY

Wilcox-Gay Corporation,
Charlotte, Mich.



The unique design of this apparatus, a.c. dc. five tube portable table set houses a chassis which offers excellent audio variable tone control, dynamic speaker, sliding panel and surface silver dial. Finished on all sides to fit on desk, bedside, or chairside table.

For hanging on the wall or with a chair stand this thin, streamlined case contains a five tube a.c. superhet chassis covering broadcast and upper police bands. Automatic volume control, tone control, slide rule dial.



CROSLY

Crosley Corp.,
Cincinnati, Ohio



Features push button tuning, equipped with a beam output power tube which provides greater volume and sensitivity. Encased in a cabinet of old ivory Plakon, this de luxe model is so compact that it may be used for a book end.

RCA

RCA Manufacturing Co.,
Camden, N. J.



COMBINATION — Three new low-cost table models complete R. C. A. Victrola line with prices ranging from \$19.95 to \$356.00. They are model U-104 at \$19.95, model U-115 at \$59.95, Model U-112 at \$39.95. Housed in attractive cabinets, the new models incorporate latest developments. U-112 illustrated.

STEWART-WARNER

Stewart-Warner Corporation,
1825 Broadway, Parkers, Chicago, Ill.



COMBINATION — Radio-phonograph plays 10 and 12 in. records, has self-starting motor and crystal pickup. Superhet, five station Magic Keyboard Tuning, beam dynamic speaker, 6 tubes, automatic volume control.

FADA

Federal Radio and Electric Co.,
18-21 Thompson Ave., Long Island City, N. Y.

MODEL 5F50 Series in walnut or ivory plastic covers a tuning range from 545 to 1650 kc. Illuminated dial; automatic over-load control; beam power output; power line noise filter; output stage power two watts; high gain antenna and r.f. transformers. Reduction drive tuning.



SONORA

Sperry Electric Photograph Co., Inc.,
132 W. 22nd St., New York, N. Y.

RECORD PLAYER — Model PPH "Mystic Music Maker" plugs into beam socket with no wired connection to radio. Self-starting motor, automatic stop, crystal pickup, volume control with switch. Plays 10 and 12 in. records. Walnut cabinet.



DEWALD

Plastic-Aire, Inc.,
438 Lafayette St., New York



BANTAM — A four tube Bantam set housed in a plastic cabinet in a variety of colors. Beam power output, push dynamic speaker, general broadcast and state police band.

Radio Merchandise

KADETTE

International Radio Corp.
Ann Arbor, Mich.



TRAVEL SET—Model K-150 in walnut and Model K-151 in ivory. Plaston is a 5-tube a-c-d.c. superhet with electro-dynamic speaker, tone control, broadcast range of 535 to 1625 kc. Has 20 foot antenna, 2-position tone control, wave trap. List \$22.50.

PHILCO

Philco Radio and Television Corp.
Philadelphia, Pa.

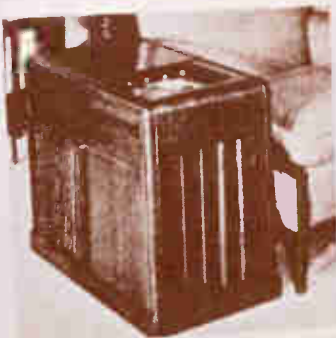


MODEL 31XF—Electric push-button tuning for eight stations, 6 tubes, inclined control panel, balanced field central speaker. Broadcast bands cover standard, foreign and American shortwave, state police and day amateur broadcasts. List \$69.95.

MAGNAVOX

Electro-Acoustic Products Co.
Fort Wayne, Ind.

COMBINATION — Radio-phono. Chairside model covers tuning range from 540 to 18,000 kc. Tone control, electric-eye tuning, automatic volume control, illuminated dial, 12 in. double cone high fidelity speaker. Phono has crystal pick-up, self-starting constant speed motor, automatic stop and automatic tone compensating volume control.



TRANSITONE — A 5 model line of superhets, selling from \$9.95 up, employs new labial tubes. Cabinets are plastic in brown, ivory and brown and amber. Model TP-51 is a 5-tube superhet with push button tuning to 5 stations and manual tuning. Ivory Babelite covers standard broadcasts, state, local and municipal police calls.



ANSLEY

Ansley Radio Corp.
240 W. 23rd St., New York, N. Y.



COVENTRY — The 18th Century cabinet in a variety of woods will contain any Ansley console, Dynaphone or combination, single record or the R-2 automatic record-changer. Controls and speaker behind right door, record cabinet behind the left.

DECCA

Decca Distributing Corp.
621 W. 50th St., New York, N. Y.

RECORD PLAYER—De Luxe player handles 10 or 12 in. records with the top closed. Constant speed motor, automatic stop and start feature, hand rubbed walnut cabinet. List e.c. \$27.50.



When You Want It

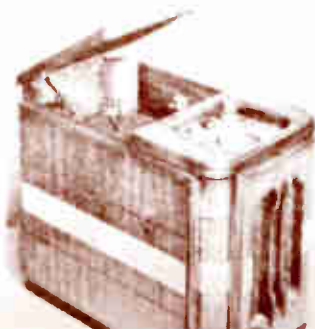
1938's modernly styled phono-radios



The new phono-radios...
The...
The...
The...



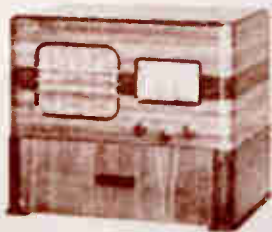
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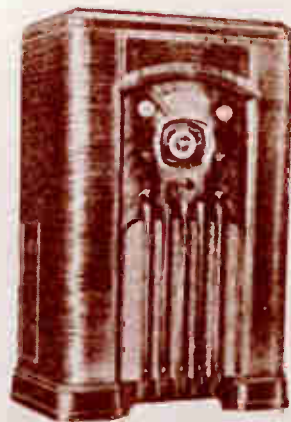
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SETS ACROSS the SEA



TIME-TABLE DIAL . . .
A popular style from the Reich



A DIFFERENT TWIST . . .
Another British innovation



ROUND AND WHY NOT? . . .
Largest tuning dial in England



MAN IN EVENING DRESS
Table model so nicknamed
Berlin-ers



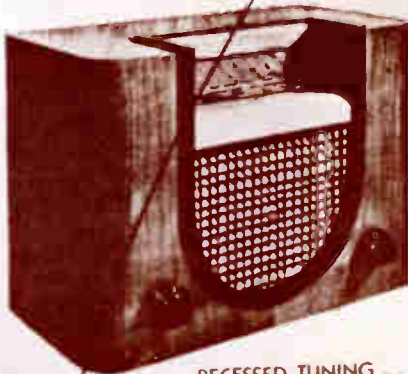
ALL DONE WITH MIRRORS . . . And France has a good excuse



NEW SLANT ON LEGS . . .
It fits the London taste

NOT A PIANO
A novelty, even for Pa

Selected out of the new foreign crop for originality of cabinet design, these receivers may give American stylists ideas



RECESSED TUNING . . .
As the Germans see it



1939

MAJOR EVENTS IN HISTORY

1939

New York World's Fair opens – televised by N.B.C. Tylon and Perisphere become symbols of the fair.

Germany and Russia sign a non-aggression treaty.

Marion Anderson, barred from singing in Constitution Hall by the Daughters Of The American Revolution, sings to 75,000 at the Lincoln Memorial Park instead.

Germany invades Poland. France and England declare war on Germany, marking the start of World War II.

TOP SONGS

Three Little Fishes

Over The Rainbow

I'll Never Smile Again

God Bless America

Beer Barrel Polka

Our Love

TOP MUSICALS

DuBarry Was A Lady

The Hot Mikado

TOP PLAYS

Life With Father

The Philadelphia Story

The Time Of Your Life

The Man Who Came To Dinner

TOP MOVIES

Dark Victory

Goodbye, Mr. Chips

Juarez

Mr. Smith Goes To Washington

Stanley & Livingston

The Wizard Of Oz

The Women

Wuthering Heights

TOP BOOKS

Abraham Lincoln:

The War Years

Carl Sandburg

The Grapes Of Wrath

John Steinbeck

Kitty Foyle

Christopher Morley

The Nazarene

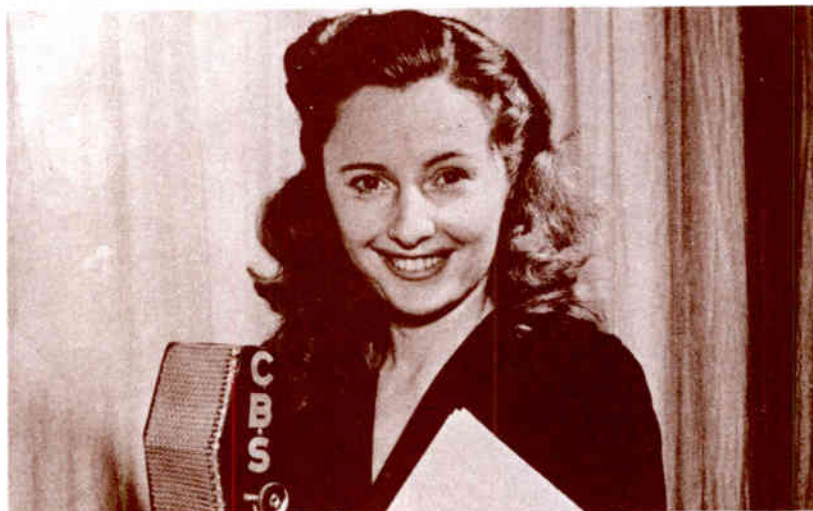
Sholem Asch

Peace, It's Wonderful

William Saroyan



Tyrone Power



Barbara Stanwyck

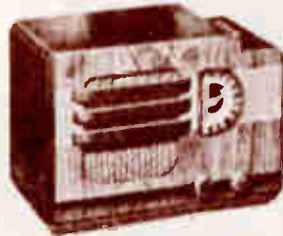
1939

YOU know radio values

Then get the
at Your



MODEL AT 17 . . . Farnsworth's smallest and most compact portable radio, featuring this special performance Super AC LR performance circuit, manufactured by the Farnsworth Company. The Farnsworth P.M. speaker, Cabinet dimensions: Height, 4 1/2"; Width, 11"; Depth, 9 1/2".



MODEL AT 16 . . . The instrument panel of this radio is made of the finest materials and is finished in a special lacquer. Super AC LR performance circuit, manufactured by the Farnsworth Company. The Farnsworth P.M. speaker, Cabinet dimensions: Height, 4 1/2"; Width, 11"; Depth, 9 1/2".



MODEL AT 50 . . . A table model of super performance, this radio features a 10-tube superhet, 500 to 1600 KC., 1.6 to 5.5 MC., and 5.5 to 18.1 MC.; tone control; shielded loop antenna; push buttons; 12" electro-dynamic speaker; beam power output; phonograph with Cashier record changer; TELEVISION sound connection. Cabinet dimensions: Height, 11 1/2"; Width, 17"; Depth, 11".

ONLY TEN MODELS OF THE COMPLETE FARNSWORTH RADIO LINE ARE SHOWN!

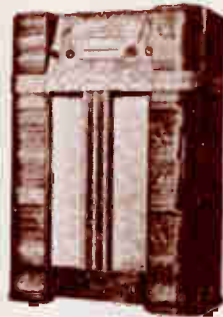
Since radio's greatest value is in the home, the Farnsworth radio line is designed to meet the needs of the home. The Farnsworth radio line is the most complete and most diversified radio line ever produced. It includes the complete line of portable, table and floor models. All of the Farnsworth radios are built to the highest standards of quality and performance. All of the Farnsworth radios are built to the highest standards of quality and performance. All of the Farnsworth radios are built to the highest standards of quality and performance.



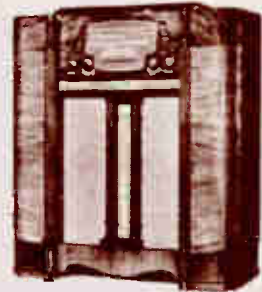
MODEL AC-70 . . . This radio is built to the highest standards of quality and performance. It features a 10-tube superhet, 500 to 1600 KC., 1.6 to 5.5 MC., and 5.5 to 18.1 MC.; tone control; shielded loop antenna; push buttons; 12" electro-dynamic speaker; beam power output; phonograph and TELEVISION sound connection. Cabinet dimensions: Height, 10"; Width, 27"; Depth, 12".



MODEL AK-76 . . . A beautifully proportioned radio-phonograph combination of outstanding artistic design. **Chassis Specifications** . . . 8-tube highly developed superhet; Flo-Lite dial; three wave bands; 500 to 1600 KC., 1.6 to 5.5 MC., and 5.5 to 18.1 MC.; tone control; shielded loop antenna; push buttons; 12" electro-dynamic speaker; beam power output; phonograph with Cashier record changer; TELEVISION sound connection. Cabinet dimensions: Height, 16 1/2"; Width, 18 1/2"; Depth, 15".



MODEL AC-90 . . . The instrument panel of this truly magnificent console slopes well back, so that tuning may be easily done from a standing position. **Chassis Specifications** . . . 10-tube superhet; Flo-Lite dial; three wave bands; push buttons; shielded loop antenna; continuously variable tone control; 12" electro-dynamic speaker; beam power output; phonograph and TELEVISION sound connection. Cabinet dimensions: Height, 40"; Width, 29 1/2"; Depth, 12 1/2".



MODEL AC-91 . . . A lowboy console emphasizing the rare artistry of Farnsworth Radio. **Chassis Specifications** . . . 10-tube superheterodyne; Flo-Lite dial; three wave bands; shielded rotatable loop antenna; continuously variable tone control; push button tuning; 12" electro-dynamic speaker; beam power output; phonograph and TELEVISION sound connection. Cabinet dimensions: Height, 35 1/2"; Width, 32 1/2"; Depth, 15".

Farnsworth RADIO

THE HISTORY OF TELEVISION IS

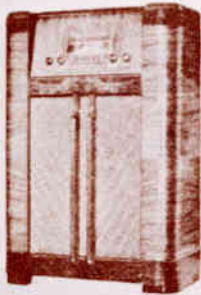
... price **THIS** line!

surprise of your life
Distributor's "OPEN HOUSE"

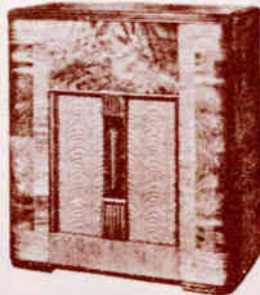
THERE are a lot of words in Daniel Webster's book. But instead of using all the high-powered ones to give you some idea of the values packed into the Farnsworth Line—we're ready to let your own figures do the talking! That's how confident we are that each of these models has more built-in value—that the Farnsworth Franchise packs a hefty competitive wallop!

This is a bold challenge, but one there's no mistaking. With an open mind—specifications considered—as an experienced radio merchandiser—look at these models—note all their features—and then go down what you believe is a fair price. Then take those prices to your local Farnsworth Distributor's "open house" meeting—and get set for a pleasant shock that's going to reach right down to the pocketbook nerves of your radio prospects! If you don't know where or when it's going to be held in your community—send in your pricing estimate and we'll gladly tell you. But get out that pencil—and judge for yourself!

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA



MODEL AC-55 . . . Soberly styled, this luxurious console has a crisp, sparkling quality as new as tomorrow. **Chassis Specifications** . . . 7-tube superheterodyne; two wave bands; Slide Rule Dial; treble and bass tone control; Hit-In-Tenna; push-buttons; 8" electro-dynamic speaker; beam power output; phonograph and TELEVISION-sound connection. Cabinet dimensions: Height, 36"; Width, 25"; Depth, 11½".



MODEL AK-59 . . . A beautiful radio-phonograph combination whose unadorned simplicity and graceful proportions identify it as a luxurious piece of furniture. **Chassis Specifications** . . . 7-tube superheterodyne circuit; two wave bands; tone control; Hit-In-Tenna; beam power output; push-buttons for five stations; 12" electro-dynamic speaker; phonograph with Capehart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 34½"; Width, 31"; Depth, 16½".



MODEL AK-95 . . . Pleasingly massive, smart, crisp styling achieves for this model a character always identified with the tastes of those who demand the finest. **Chassis Specifications** . . . 10-tube superheterodyne; three wave bands; Flo-Lite dial; push-buttons for six stations; shielded rotatable loop antenna; continuously variable tone control; 12" electro-dynamic speaker; bass compensation; phonograph with Capehart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 36"; Width, 35"; Depth, 18½".

I Price the New Farnsworth Line

MODEL AT-12 \$ _____

MODEL AT-16 \$ _____

MODEL AT-50 \$ _____

MODEL AC-70 \$ _____

MODEL AK-76 \$ _____

MODEL AC-90 \$ _____

MODEL AC-91 \$ _____

MODEL AC-55 \$ _____

MODEL AK-59 \$ _____

MODEL AK-95 \$ _____

Name _____

Address _____

City _____ State _____

THE HISTORY OF FARNSWORTH

with *Farnsworth*

★ **A WONDERFUL GROUP-GIFT.** For a husband, for children, and for... Just one of the beautifully proportioned tele-photograph combinations, YAK-201, also "What a lot!" 3 tubes. The Luv dial, Push-button tuning, Push-button tuning, Push-button tuning, Push-button tuning, Push-button tuning, Push-button tuning, Push-button tuning. The lot price will surprise you!

★ **A SPLENDID PRESENT FROM HUSBAND TO WIFE.** A charming for her needs (YAK-91) in a modern interpretation of period decoration. 10 tubes. The Luv dial, 3 wave bands, Automatic volume control, Shaded rotatable loop filter in front, Push-button tuning, Beam power output, Phonograph and television sound connection. A model that's made to meet just—right now!



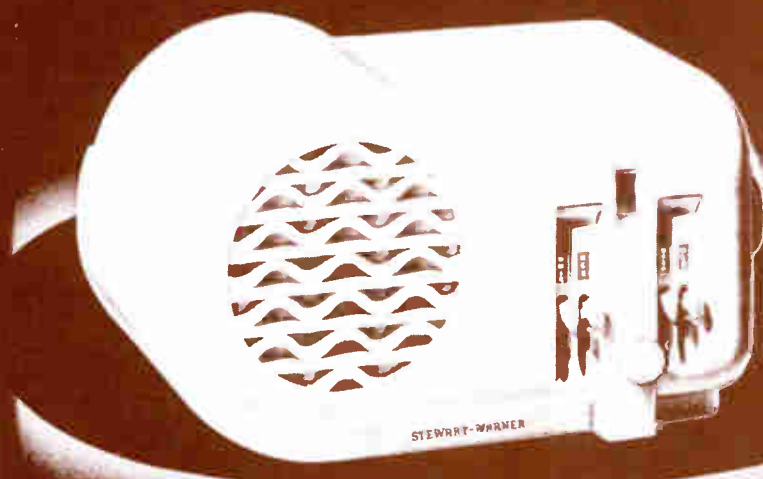
A MODEL FOR EVERY PURPOSE
FOR EVERY PURSE



★ **FOR A SON OR DAUGHTER AT SCHOOL.** Or for family outings. Smart portable model (AT-10)—takes entertainment wherever your customers go. 5 tubes, AC-DC current or battery operation. Bilt-In-Tenna. Dial light on both AC and DC operation. At a price that makes customers want to pick it up and take it with them.

★ **FOR THE SMALL SON** who wants to hear his cowboy program. Suggest this plastic model (AT-15) as an ideal gift for his room. Just as convenient and attractive for the master bedroom. 5 tubes, AC-DC superheterodyne circuit. Push-button tuning for 4 stations. Bilt-In-Tenna. A lot of radio for a little money.

**NOW! THE KIND OF LINE
YOU DEALERS ASKED FOR..**



**THE Value Line
FOR '39**

**COMPLETELY NEW!
READY RIGHT NOW!**

**STEWART-WARNER
MAGIC KEYBOARD RADIO**

1939

Majestic PRESENTS

A Practical Way To

PUT THE PROFIT BACK INTO THE RADIO BUSINESS



It's incredibly simple. That's why it works. Majestic demands no quotas. Majestic's job is to supply you with items that have real popular appeal. A few examples are shown here. You select the items you know will be "hot" in your community, in the volume you can handle. Majestic backs you with national advertising. Each ad puts a hard, direct sell on popular numbers. Finally, Majestic's production methods permit discounts that give you a solid profit, while allowing Majestic a solid profit, too. Why not see how this sane, horse-sense policy and the complete Majestic line can help put profit into your radio business? Write today!

Majestic
WORLD RENOWNED BY THE AIR

Majestic Radio & Television Corp., 2604 W. 50th St., Chicago, Ill.
Cable Address, "Majestic, Chicago"

TYPICAL MAJESTIC SCOOP—I price to profit at a rate ranging from 4 to 100%. Get the best of everything in the world at the lowest possible prices. Of course, it's a real business, not a hobby. (Model 110)



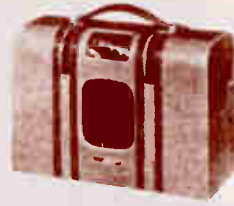
BRILLIANT NEW CONSOLE STYLING—Powerful new recording with strong tone. The new "push" feature—easy to use in time with what the public wants—right now in popularity. (Model 110 and 110A)



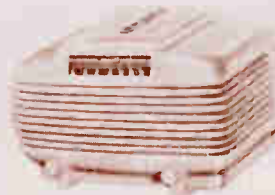
EXTRA VALUE THAT SELLS—5-tube AC superheterodyne with wonderful tone, combined with fine electric clock in lovely tray or vinyl plastic cases! They're eye-catching and fast sellers. (Model 11 and 110)



COMPLETE LINE OF RECORD PLAYERS—Includes radio-phonograph combinations, and this 4-tube available "miniature" broadcast station. Cash in on the record craze. (Model 4 PR 0)



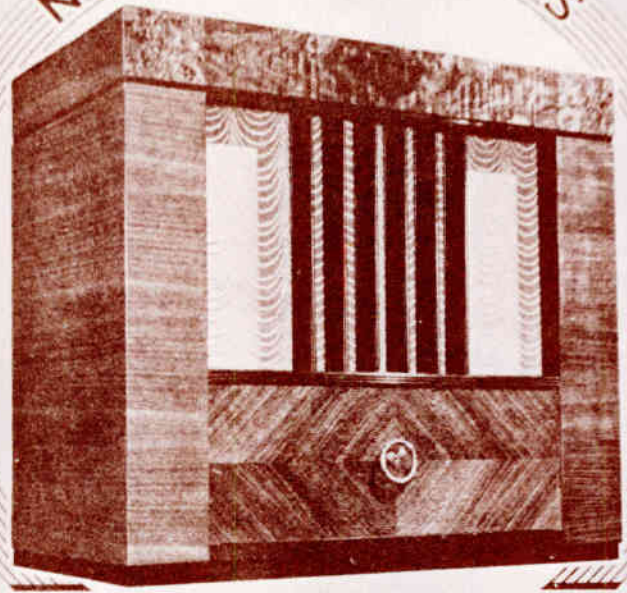
DOUBLE-VALUE PORTABLE—Powerful 200-hour battery pack for outdoor playing; AC plug-in makes it an attractive table model for the house. Looks like smart airplane-club luggage. (Model 1 BR 50 B)



"ZEPHYR" BEAUTY AND PERFORMANCE—Sell "no aerial, no ground," push-button tuning, true Majestic tone and its flawless designing—and this number will move fast. (Model 250 M)

8 Million MAJESTIC OWNERS ARE RED-HOT PROSPECTS FOR NEW MAJESTICS!

NEW BUSINESS



MODEL A-70
\$129.95

... **AGAIN!**

WILCOX-GAY offers radio distributors and dealers their **BIGGEST OPPORTUNITY** for PROFITS by introducing the new

WILCOX-GAY RECORDIO

A BIG 3 IN ONE COMBINATION OF:

- 1. HOME RECORDER - - MAKE YOUR OWN RECORDS
- 2. ELECTRIC PHONOGRAPH - - PLAYS ALL RECORDS
- 3. FULL SIZED RADIO - - 9 TUBE SUPERHETERODYNE

The greatest sensation in radio since Wilcox-Gay pioneered the Wireless Record Player. Using Wilcox-Gay blank records costing only a few cents each the RECORDIO is ideal for:

- Favorite Air Programs
- Home Movies
- Baby's First Words
- Parties—Entertainments
- Personal Letters
- Home Orchestras
- Children's Recitations
- Club Meetings, etc.

This is your opportunity for profit in 1939. A new product with a prospective customer in every home. The Wilcox-Gay franchise will be valuable. Send in the coupon today for complete information.

Expert Dept. 100 Varick St., New York City, U. S. A.

WILCOX-GAY CORPORATION
CHARLOTTE, MICH.



MODEL A-71 \$67.50

The portable model RECORDIO has the same simplicity of operation as the larger model. No radio is included, recording being done exclusively through the microphone. Size 7 1/2" x 15" x 15 1/2".

MAIL THIS COUPON

Wilcox-Gay Corporation
 600 W. Seminary Street, Charlotte, Michigan
 Please send complete information concerning the new Wilcox-Gay RECORDIO.

NAME

STREET

CITY

STATE

Let your Eyes and Ears Decide



WHETHER ANY LINE HAS EVER OFFERED
SO MANY GREAT SALES-MAKING
FEATURES AS THE NEW 1940 G-E RADIO

The new 1940 General Electric Radio line sets a new high for the industry to shoot at—in new features, new engineering improvements, new beauty of styling—in performance and in sheer value for the money in every price bracket.

But don't take our word for the merits of this G-E Radio line. See and hear these new instruments. Then let your eyes and ears decide which line will be *easiest to sell*—*most profitable for you to sell in 1939*.

Get in touch with your nearest G-E Radio Distributor—NOW.

RADIO AND TELEVISION DEPARTMENT
BRIDGEPORT, CONNECTICUT



NEW 1940 MODEL H-87 New Super Beam-a-scope... 8 Tubes... 3 Bands... Super-heterodyne... New Television Audio Key... New 14-inch Dynapower Speaker... 10 Watts Output... 9 Feather-touch Tuning Keys... New Floodlighted Station Finder... New Sight-angle Visualux Dial... New Drift-proof Station Settings... New Tone Selector—Priced 27% down from last year's G-E price levels.



NEW 1940 MODEL H-520 NEW 1940 MODEL H-620 NEW 1940 MODEL H-632
NEW 1940 MODEL HB-402 NEW 1940 MODEL HM-3 RECORD PLAYER NEW 1940 MODEL H-634

GENERAL  ELECTRIC

Let the G-E X-Ray Sales Maker Close Sales for You



This unique silent salesman dramatizes the selling features of the new 1940 G-E Radio—clinches sales in spectacular fashion. The entire chassis is brilliantly illuminated. The entire sales story is told at a glance. Underslung turntable permits quick and easy demonstration of sales features on front and back of cabinet. Ask your G-E Radio Distributor for the G-E X-Ray Sales Maker.

Check THE FEATURES—*Check* THE PRICE TAGS
—AND YOU'LL AGREE . . .

8-TUBE

41-inch console with

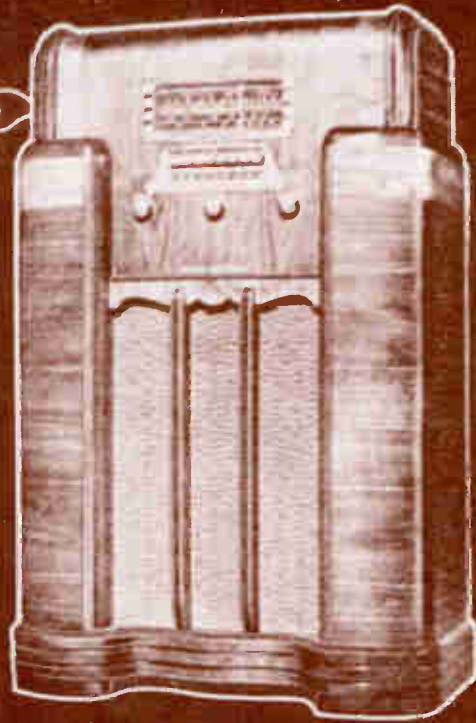
Magic Keyboard **\$69⁹⁵***

5-TUBE

AC-DC In Molded Cabinet

\$9⁹⁵*

In Walnut—In Ivory \$12.95*



Here are the **HOTTEST** Values in Radio's **HOTTEST** Price Bracket!

9 **SENSATIONAL** super-values, ranging from the streamlined 7-tube-performance Campus model shown above to the massive 3-gang American-Foreign Magic Keyboard console, make the new 1939 Stewart-Warner line *hotter than hot!* They cover every step-up in the fastest-selling

price bracket with a value you can't duplicate at the price! Every one is a genuine super-heret — every one has A.V.C. And every tube is a working tube! If you're looking for value that sells itself, get all the facts now!

*All prices factory list.



It Has Made Radio History!

The New 1939 Stewart-Warner Senior-Varsity — in school or fraternity colors and letters — reaches a new high in personalized appeal. 5 real working tubes — AC-DC superhet.

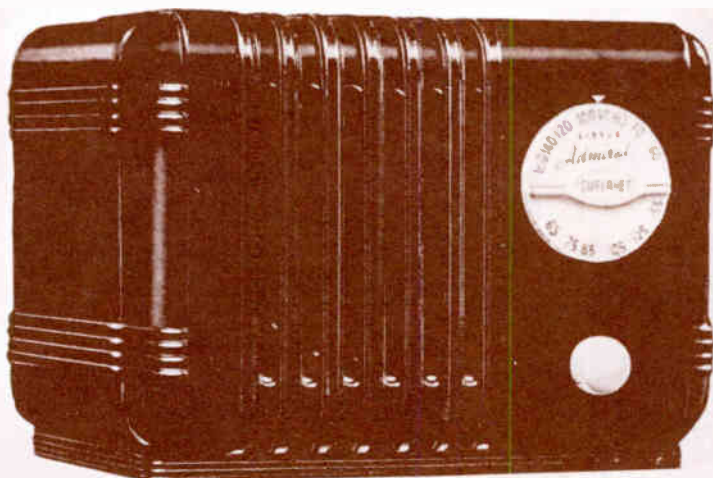
STEWART-WARNER

Magic Keyboard Radios

Also Sav-A-Step Refrigerators and Ranges

1939

AGAIN in '39 Admiral



... IN PRICE ...

\$ 9 95

Standard
MODEL
123-5E
BLACK

Deluxe Models
Model 124-5E—walnut
Model 125-5E—ivory
Model 126-5E—Red

Also Competitively Priced

ADMIRAL RADIO - \$69.95 LIST
PHONOGRAPH ONLY



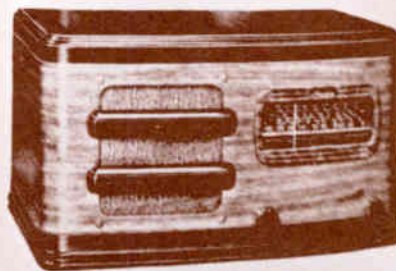
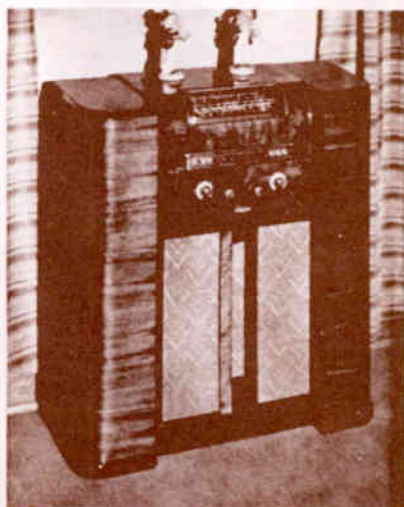
36 Models to Choose From!
4 to 16 Tubes—See Your
Jobber or Write Us

Left—Model 549-6G. Admiral does it again! A radio-phonograph console at a price usually charged for table models! 6 tube AC superhet radio has 8 push-button permeability tuning. Covers two bands. Has slide rule dial . . . 8" electro dynamic speaker . . . automatic push-button wave band switch. Phonograph has new lightweight crystal pick-up floating in rubber with self-starting electric motor and automatic stop. Plays up to 12" records. Smartly styled cabinet with wrap around pilasters of sliced walnut and top of striped walnut measures 25" wide, 33" high, 14" deep.

Right—Model 139-11A. A.C. Superhet Console Grand with tilt-tuning dial . . . electric automatic tuning . . . gold calibrated slide rule dial . . . push button off-on switch . . . push button operated tone control plus manual base compensation to give 42 tone variations. Has 10 watts output . . . full A.V.C. . . . AFC . . . pre-selectors . . . 12" electro dynamic speaker . . . 3 bands. Tunes American broadcast and foreign stations, police, amateur, aviation, ships-at-sea.

BATTERY RADIO

With Sensational New 1½ Volt Tubes Model 141-4A, 4-tube Superhet Table Radio operates for almost a year from one "AB" battery. Single plug-in connection does away with messy wires. New superhet circuit gives 5-tube performance. Tuning range 535 to 1735 KC. Tunes American broadcast and police stations. Has slide rule dial . . . full A.V.C. . . . 6" P.M. dynamic speaker.



CONTINENTAL RADIO & TELEVISION CORP., 3800 W. CORTLAND ST., CHICAGO

Radio Dealers: this is **THE BIG WINTER MONEY-MAKING PACKAGE**

ZENITH

**NEW STARTLING
RADIO WITH THE
WAVE MAGNET**
in the little gold box!

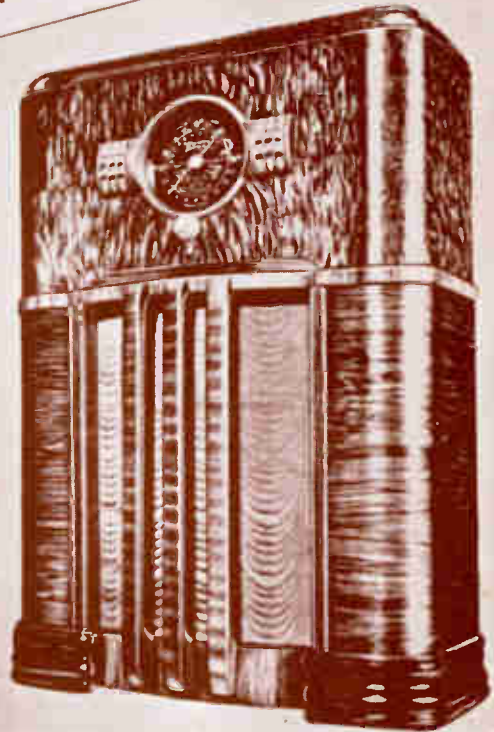


**NO ANTENNA • NO GROUND
NO NOISE • NO INSTALLATION
NO BATTERIES • JUST PLUG IN
AND PLAY ANYWHERE**

AND THE NEW

**BIG 8
CONSOLE**

- ① RADIORGAN TONE COLOR RECEPTION
- ② TRANSCONTINENTAL AUTOMATIC TUNING
- ③ 12-INCH FULL TONE ELECTRO DYNAMIC SPEAKER
- ④ 8 POWERFUL METAGLASS TUBES
- ⑤ REGULAR BROADCAST & 3 BAND SHORT WAVE RECEPTION
- ⑥ LARGE BEAUTIFULLY FIGURED CHOICE WALNUT FINISH CABINET
- ⑦ OVERSIZE RUBBER FROATED CHASSIS



*Phone Your Zenith Distributor
for Details and Climb Aboard!*



BELMONT



EMERSON



6400



SPARTAN



RCA V

SPARTAN

4180

ANDREA

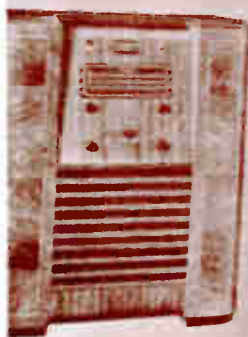
8471

MAJESTIC

180MB

EMERSON

5200

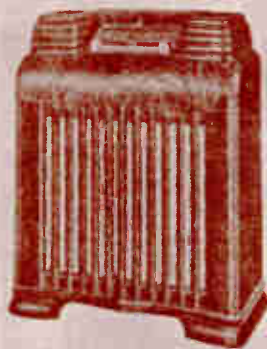


SONORA

7256



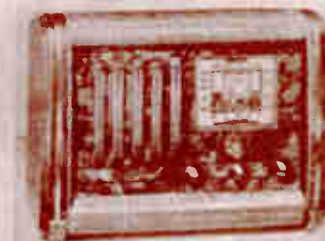
FADA



4465C

SENTINEL

191ACE



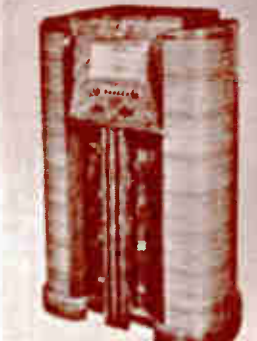
TRAY-LER

5200



SONORA

7256



FADA



4465C

SENTINEL

191ACE



TRAY-LER

5200

AUTOMATIC

458



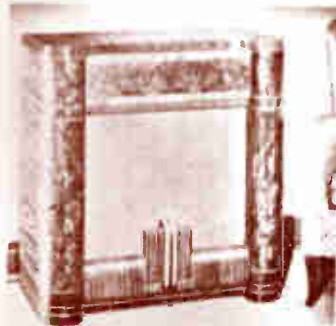
AUTOMATIC

458

— COMBINATIONS



Samuel Epstein



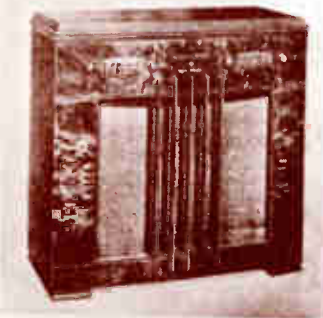
Amrad



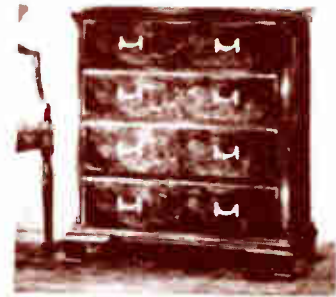
Genrad



Detroit



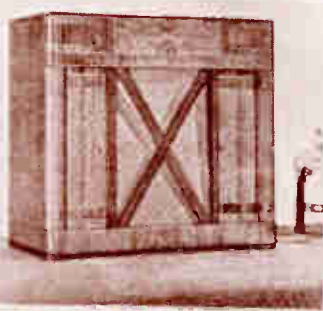
Stewart-Werner



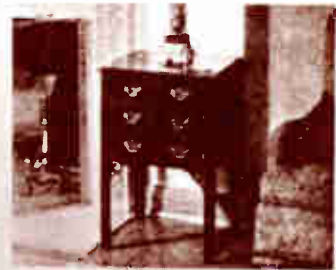
Stremling-Carlson



Fala



Philco



Brunswick



MAGNAVOX

14B \$79.50



SENTINEL

20-AT CB \$39.95



Wilson-Gay

Radio Merchandise



WETTER MICROPHONE—Model 100—Broadcasting, 212 E. Ave., Chicago, 1936. Model 100—Broadcasting, 212 E. Ave., Chicago, 1936. Model 100—Broadcasting, 212 E. Ave., Chicago, 1936. Model 100—Broadcasting, 212 E. Ave., Chicago, 1936.

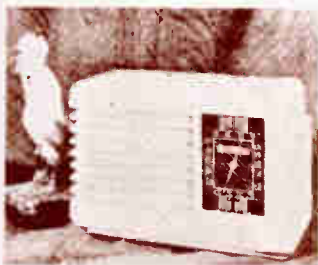
ADMIRAL

Continental Radio and Television Corp.
1850 Cortland St., Chicago, Ill.



MODEL 153-5L—The Gypsy is an a.c. superhet portable radio-phonograph combination enclosed in a modern airplane type luggage case. Has large full vision dial, full automatic volume control, 5 in. electro dynamic speaker, covers from 535 to 1730 kc., has Aeroscope self-contained antenna.

MODEL 162-5L—One of a mid-season group of new table models which includes 5 and 6 tube a.c. and a.c.-d.c. sets. Offered in wood or plastics cabinets, the group includes superhets with 4 station push button tuning, a phonograph combination, features, in some models, the Aeroscope antenna. The superhet a.c.-d.c. set illustrated comes in walnut, ivory, or cream onyx, has automatic volume control, Aeroscope antenna, 5 in. electro dynamic speaker, covers from 535 to 1730 kc.



PHILCO

Philco Radio and Television Corp.
Philadelphia, Pa.



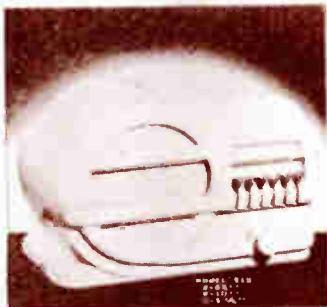
MODEL 31XX—Six tube superhet with electric push button tuning to eight stations. Dial in streamline type mounted on inclined control panel. Balanced field cathedral speaker, bass compensation, 3 point tone control. Cabinet of sliced walnut with buff walnut contrasts.

RECORD PLAYER—Genuine wireless record player automatically accommodates 8 records for continuous playing and allows for a record library in the base of the cabinet. The hinged lid gives a distinct furniture appearance. Operates anywhere within 60 feet of the radio. Also recently announced is a portable model wireless record player.



BELMONT

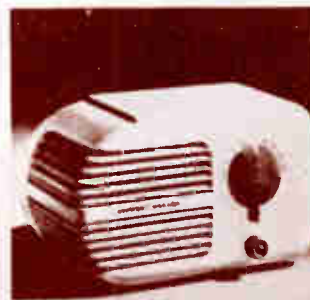
MODEL 518—Covers 110 to 1730 kc. 5 tube a.c. set with automatic tuning.



STEWART-WARNER

Stewart Warner Corp.
1826 Diversey Parkway, Chicago, Ill.

MODEL 07-511 to 07-513—Five tube superhet operating on either 110 volt a.c. or d.c. Five tuned circuits. Covers standard broadcast and one police band, resistance coupled beam power audio system, automatic volume control, built-in antenna, magic dial with illuminated tip pointer. Available in walnut Bakelite, Ivory Plaston, or solid color cabinets, School letters or personalized initials available.



ANDREA



TELEVISION—Model 28-12, 12" x 14" horizontal, 10" screen, complete with glass, containing the master set, and all electrical parts, adding the top brings the set into 18" x 24" size and provides the television controls. 10 inch fluorescent display tube. 5 speaker tuning head. 3 band all wave radio. Screen 21" wide, 21" high. 21" screen set price \$245.00.



TELEVISION PHONO COMB—Model 8 F-17 is an mahogany console equipped with television, automatic phonograph, radio, broadcast and short-wave receiver. Contains spacious compartment for records and album concealed by double doors at lower left hand side of cabinet. List price \$395.00. (All other features are similar to those of Model 2-F-12.) Andrea Radio Corp., 46-20 48th Ave., Woodside, L. I.

LAFAYETTE



TABLE MODEL D-73—New antennaless midjet radio of streamlined plastic cabinet available in ivory or walnut. 6-tube superheterodyne with built-in antenna, efficient dynamic loudspeaker provides terminals for external antenna for phono and television. Tuning coverage is from 540 to 1650 kc and 5.7 to 18 megacycles. Radio Wire Television Inc., 100 51st Ave., New York.

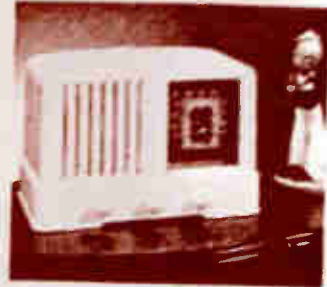
TRAV-LER

TABLE TYPE RECEIVER—A 6-tube superhet operating on a.c. or d.c. Receives domestic and European short wave broadcasts, has an easy-to-read illuminated slide rule dial; contains a 4-inch

Preview of

RCA

TABLE MODEL 47-10—New 10" screen, 12" x 14" cabinet, complete with glass, containing the master set, and all electrical parts, adding the top brings the set into 18" x 24" size and provides the television controls. 10 inch fluorescent display tube. 5 speaker tuning head. 3 band all wave radio. Screen 21" wide, 21" high. 21" screen set price \$245.00.



MODEL 47-10—Streamlined wood cabinet of new styled wood veneer. Screen is framed glass which perfectly matches the cabinet. Includes control and tuning top. Receiver, tuner, phono, speaker, 6-tube superheterodyne, built-in 6-tube top antenna. Screen 21" wide, 21" high. Set price \$245.00. RCA Mfg. Co., Camden, N. J.

FADA

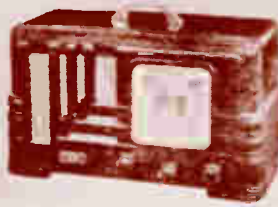
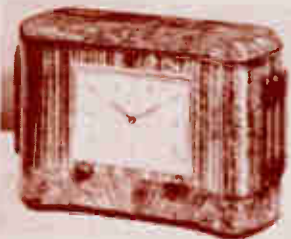


TABLE MODEL 4-10W—Streamlined model is distinguished by its attractive handle for easy portability. Has a 5-tube radio, 6-tube superheterodyne chassis with a 6-tube volume control, auto control, beam power system, 5 inch dynamic speaker and self-contained loop antenna. Modern cabinet of wood balsa. List \$19.95. Radio & Electric Co., 30-20 Thomson Ave., Long Island City, New York.

KADETTE



SOUNDVIEW

RADIO ELECTRIC CLOCK—A preset arrangement, like an alarm clock, is automatically turned on—hours inter—ing radio program selected, will wake you with music, and may give 10 clock-chassis is a 6-tube superheterodyne with built-in loop antenna, unusual wood walnut veneer cabinet. List \$29.95. Kadette Radio Corp., Ann Arbor, Mich.

MARINE RADIOS—Complete new line of 12 boat sets including portable types. Frequency range is designed to cover that part of the radio spectrum of interest to yachtsmen. Radio Wire Corp., 175 Broadway, New York, N. Y.

New Products

STEWART WARNER



SPILLERS TRAVEL MODEL—Compact four-tube receiver for auto with four pilot light-tubes taken from the circuits of the radio frame. Two models are available, one with dial and volume control as shown, the other with thumb wheel control built into the top of cabinet. Stewart Warner Corp., 1526 Diversy Pkwy., Chicago, Ill.

HOWARD



MODEL 436—An amateur and commercial receiver with frequency coverage from 540 kc. to 43 mc. Also available for 150-400 kc. (750-2000 meters). Features noise limiter, instant tuning, electrical band spread with scale over 8 inches in length.



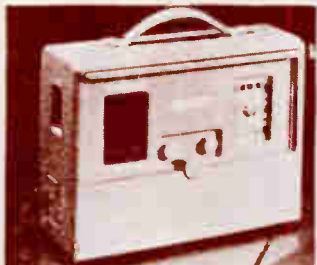
TILT-TOP CONSOLE—Model 308TY is an 8-tube superheterodyne with built-in loop aerial; features four push buttons for instant selection of stations, tuning range from 540 to 1700 kc., 5.5 to 18 mc., cathode-ray electronic tuning eye on panel, 12-inch dynamic speaker. Handsome cabi-

net of four cabinet-mount speakers. Standard and foreign model with controls. Howard Radio Co., 1335 Belmont Ave., Chicago, Ill.

G-E



PHONO COMBINATION—Model HJ 428 unit housed in console grand cabinet of walnut finish with full length lid. Dial scale, tuning keys, turntable and other controls are located under lid. Equipped with Beermoscope, 4 inch speaker, 6 tubes, 8 inch turntable, crystal pickup, tunes from 550 to 1625 kc.



CARRYABOUT—Model HB 412 battery a.c.-d.c. portable housed in washable imitation pigskin with leather carrying handle. Has disappearing panel slide which conceals controls when not in use. Built in Beermoscope, tuning range 540-1630 kc., battery life is approximately 300 hours. General Electric Co., Bridgeport, Conn.

MAJESTIC

MODEL 2D60—A 2 band, 6 tube a.c.-d.c. superhet designed for listening to European broadcasts. Housed in either walnut or ivory plastic cabinet with full vision gold and silver dial face. Dial is printed with name of European countries to facilitate easy tuning.



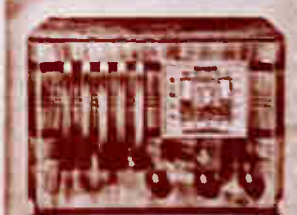
MODEL CS 220—A 6 tube superheterodyne with a double beam crystal tuning eye. Tuning range 540-1700 kc., 5.5 to 18 mc. Features an automatic noise limiter. The radio has a control in its control panel with a push-button for automatic radio and television. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York, N. Y.



EMERSON



MODEL SP 32—Compact 6-tube battery portable 8-tube superheterodyne with Beermoscope tuning eye. Housed in washable imitation pigskin with leather carrying handle. Tuning standard broadcast, 540-1630 kc., battery life is approximately 300 hours. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York, N. Y.



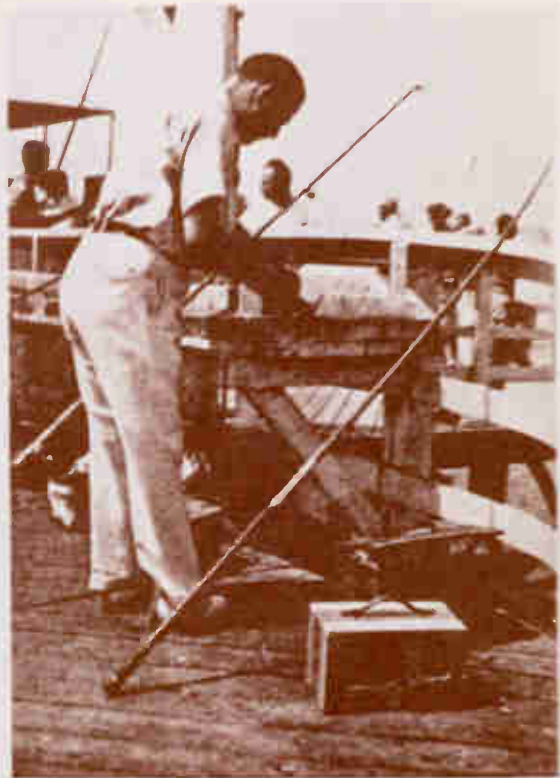
MODEL CS 220—An a.c.-d.c. 6 tube superhet tuning domestic and foreign broadcasts. Has television provision. 12 inch electric dynamic speaker, striped walnut cabinet, price \$29.95 net. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York, N. Y.

You CAN Take I

Many battery portables coming on market for Spring and Summer sale. Use lower battery drain tubes, built-in antennas. Weight under 20 lbs.



RCA Victor



Price

TO Omar Khayyam's tempting trilogy . . . "A bit of bread, a jug of wine and thou" . . . modern science now adds a fourth for the man who likes to get away from it all and lie out under a figurative tree.

Battery type portable radios, often offered before, are now being more extensively pushed by virtually the whole industry. They are coming on the market in such numbers that the spring and summer sales supplementing home and auto radio set volume are certain. A trend of major importance to the trade is seen.



Woolrich



Emerson

With You!

Keystone of the drive for extra business is the use of new battery type tubes with phosphor-coated base grids. They run on 1.5 volts of "A" battery, generally drawing less than 1 ampere per hour from this source, usually drawing under 15 milliamperes from a "B" side block of "H's".

Despite this extremely low drain new portables run out about 1/2 of a watt of audio power, ample for the purpose.

Equally important in portable design is the almost universal incorporation of built-in antennas. If the user wants more "kick", or tries out into remote regions far, far away from powerful broadcast stations, a regular antenna and ground may usually be attached to provided binding posts for increased pickup.

Speakers are usually permanent magnet dynamos; others are often recessed for protection against knocks during transportation. In some instances protective covers are provided.

Carrying handles are built-in and with total weight including batteries under 20 lbs. (average 16.3 lbs.) extreme portability is obtained.

Weatherproof airplane luggage cloth finish that looks well, appeals to travellers who know good baggage and can stand the gaff steadily suits this new merchandise.

No matter where you go, speaking of radio, you can take it with you!



View Deck



Tab



Pak



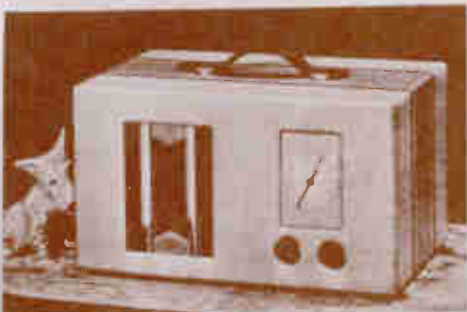
Sheet-Wrap



Sports



Satchel



Standard



Tote

1939

WESTINGHOUSE



MODEL WR-274—Table type receiver with a built-in tuning eye. Covers 55 to 1700 kc., 2.3 to 7 m. Has built-in full-time two-toned cabinet with corner grill. Price \$44.95.

Preview of

MODEL 6-0—Like model 510 this set radio is a single unit 5-tube superhet. As an added convenience it has push-button and dial tuning. Price \$17.95 list. Nobile Sparks Industries, Inc., Columbus, Ind. set.

Cabinet of modernized classic design, size 18 1/2 x 12 1/2 x 10 1/2 inches. Radio, Wire Television, Inc., 107 54th Ave., New York.



MODEL WR-473—Console phone combination set with separate loop antenna for domestic and foreign reception; no external connection to radio is necessary which permits the radio to be placed anywhere. Latest modern style cabinet with open and close cover. Price \$19.95. Westinghouse Electric Supply Co., 150 Varick St., New York.

PHILCO



RECORD PLAYER—New two-speed commercial wireless record player is designed for 78 and 33 1/3 RPM records of 10, 12 and 16 inch sizes. Contains an oversize powerful motor, extra long tone arm, crystal pick-up, and oscillator modulator chassis; handsome walnut cabinet; reproduction of recorded music can be obtained by tuning in the signal at 540-KC on any radio set, portable with strong leather handle.

ARVIN



MODEL 510—Single unit 5-tube superheterodyne auto radio, thumb-wheel dial tuning, phantom filter and 5-inch electro dynamic speaker. Full automatic volume control; 2 watt power output. Installs under instrument panel. Price \$14.95 list.



TABLE—This trans-tone radio model is produced in 55 different two-color schemes including the colors of every American school and college; harmonizes also in bedrooms and den; 5-tube superheterodyne; automatic volume control; 100 watt tubes; high-output speaker; standard broadcast and police calls. List \$11.95. Philco Radio & Television Corp., Philadelphia, Pa.

LAFAYETTE

TABLE MODEL 88-27—Suitable radio for the den or recreation room; its button or manual tuning, contains a built-in speaker; provision for phono or television. 6-tube a.c.-d.c. superheterodyne.



EMERSON



TABLE MODEL CG-318—A 5-tube a.c.-d.c. superheterodyne. Has standard broadcasts, all police bands; foreign and American short wave band; contains a "miracle tone chamber" with 5-inch electro dynamic speaker; automatic volume control; beam power output; rectangular shaped cabinet of rich veneers of selected buff walnut, curved over sides and front in "Staybent" construction; wide inlaid bands, at top and above base are of striped walnut with sepel. Price \$24.95 list.

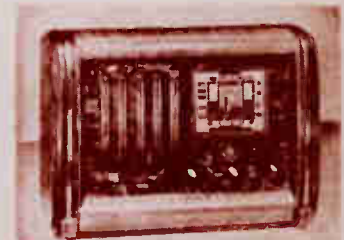
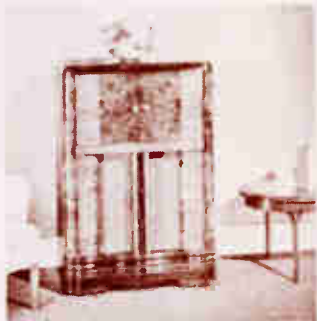


TABLE MODEL GS-317—A 6-tube a.c.-d.c. superheterodyne; American, foreign and police broadcasts; "miracle tone chamber" with 4 1/2-inch electro dynamic speaker; television terminal; automatic volume control; beam power output. Selected matched-butts walnut cabinet, trimmed with inlaid stripes; curved top and base are of figure-stripped walnut. Size 10 1/2 high, 14 1/2 wide, 8 1/2 inches deep. Price \$29.95 list. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York.

New Products

RCA



MODEL 440-A—7-tube receiver with built-in speaker. Automatic retune changer and radio dial are controlled by "Auto-Tune" dial which does up-and-down tuning with one hand. Also includes automatic volume control.



MODEL 420-A—7-tube manually operated radio combination built-in lamp, 12 inch electric dynamic speaker. American and foreign reception. Newly designed four-leads crystal set for phone. Suitable under top of RCA Mfg. Co., Camden, N. J.

HALLICRAFTER

RAY BUDDY—A four-band communication-type receiver tuning from 44 mc. to 54 mc. Uses electronic band spread. Illuminated dial. 5 inch dynamic speaker. Best frequency oscillator built in. One 100 ohm tube. Control valve switch. Head phone plug. Price \$24.95. Hall-Crafter, Inc., 411 S. Indiana Ave., Chicago, Ill.



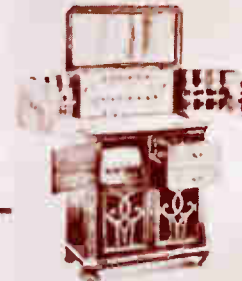
HOWARD

CONSOLE—Model 280C—8-tube superheterodyne tuning from 500 kHz. to 5.19 mc. Built-in loop antenna. 6 button push button tuning. 2 inch speaker. provision for television and phono. 7 watts radio output.



MODEL 280C—Automatic retune changer and 8-tube superheterodyne. Tuning standard and foreign broadcast. Built-in loop antenna. push button tuning. 2 inch speaker. push button power output. Head phone. retune compartment. Howard Radio Co., 1731 Belmont Ave., Chicago, Ill.

RADIOBAR



MODEL 4200—Enclosed bar combined with automatic retune changer and 8-tube radio chassis. Features retuning knob, volume, children-type retune and speaker controls.



BAR—Completely enclosed cabinet bar for the home. Does not contain radio but ample room has been provided for same. Glass service for eight. Price \$35. Radio-Bar Corp. of Amer., 276 Broadway, New York, N. Y.

GUTMANN



RADIO CABINET—Genuine mahogany is specially processed to make it suitable for covering radio cabinets. This mahogany is made from the sides of carefully selected cattle making an unusually quality cabinet. Can be had in natural or in colors. Gutmann and Company, Inc., Chicago, Ill.

RECOTON

NEEDLES—Designed for the specific purpose of giving maximum efficiency and fidelity to automatic retune changers. Extra strong shell prevents radio breakage when subject to the phenomenal demands of an automatic tune arm. Recotone Corp., 175 Prince St., New York, N. Y.



RCA—Record Player VA-20 built to operate with any receiver on plugging into wall socket. Operates up to 30-50 ft. from radio. List \$17.95 fob. Camden.

Preview of New

R C A VICTOR

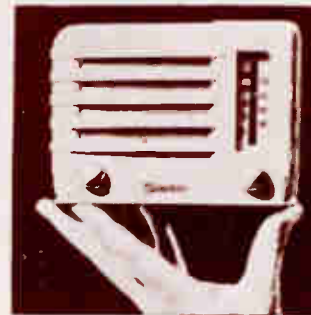
R C A Manufacturing Co.
Camden, N. J.



COMBINATION — Model U-129 has 10 tube chassis, automatic record changer, extended frequency range, crystal phonograph pickup, constant-speed motor, electric tuning for 8 stations, 1 1/2 watts push-pull output, 3-band, straight-line, station scale, 12 in. electro-dynamic speaker, automatically compensated volume control, continuously variable tone control. List \$185 fob. Camden includes RCA Victor Master Antenna System, membership in Victor Record Society and introductory supply of records.

EMERSON

Emerson Radio and Phonograph Corp.
15 Eighth Ave., New York 10, N. Y.

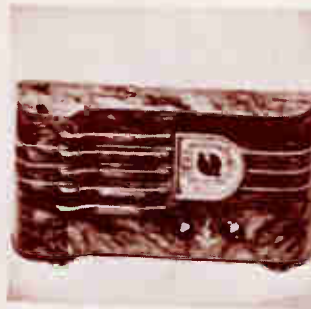
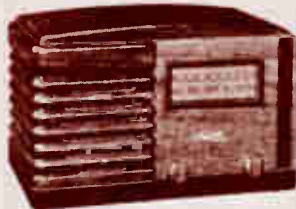


EMERSONETTE—A tiny set, 6 1/2 in. wide, 4 1/2 in. high, 3 1/2 in. deep, is illustrated designed for auxiliary use such as carrying in luggage, tucking into desk drawers, for bank and physicians, etc. Four in. speaker, illuminated dial in walnut, Birch, red green or ivory cabinet. Quantities to be offered to dealers only in proportion to purchases of standard Emerson models. In walnut \$6.95, colors \$8; extra.

MAJESTIC

Majestic Radio and Television Corp.
2600 W. 59th St., Chicago, Ill.

MODEL 1A57—Five tube a.c. superhet with tuning range of 538 to 1750 kc. Automatic volume control, full slide rule dial, 5 in. electro-dynamic speaker, 6 tuned circuits. Walnut cabinet finished in contrasting woods.



MODEL CH-26—A 5 tube a.c. d.c. superhet covers standard American broadcasts and pulls both Electric-dynamic speaker, Minute Tone Chamber, automatic volume control, full slide rule dial, beam power tube, built-in antenna. So-called "lizard" model has an absolutely constructed cabinet, hand-rubbed walnut finish. List \$10.95.

PATHE

Pathe Radio and Television Corp.
224 Indiana Ave., Chicago, Ill.



MODEL 259EB—Tuning range of this 5 tube a.c. superhet covers American and foreign broadcasts, police calls, amateur airplane. Automatic volume control, tone control, 8 tuned circuits, 5 in. electro-dynamic speaker, 6 push button permeability tuning, walnut cabinet.

REMOTE CONTROL—The Mystic Tuner Wireless remote control operates any radio, gives complete selection, control volume, is compact and light weight, requires no attachments to radio, no adjustments on tuner. Equipped with phono-microphone attachment for home broadcasting, etc. List \$19.95.



New Products



PORTABLE RADIO WITH CARRYING CASE. Battery operated. List price, \$12.95. Radio and Television Retailing, May, 1939.

BELMONT

Belmont Radio-Television Co., 107 Broadway, New York, N. Y.



PORTABLE—Model 100 is a self-powered battery operated radio with a carrying case. The battery pack and a carrying case are included. Model 100, List Price, \$12.95. Radio and Television Retailing, May, 1939.

G-E

General Electric Co., Schenectady, N. Y.



PORTABLE—Model 100 is a self-powered battery operated radio with a carrying case. The battery pack and a carrying case are included. Model 100, List Price, \$12.95. Radio and Television Retailing, May, 1939.

WESTINGHOUSE

Westinghouse Electric Supply Co., 107 Broadway, New York, N. Y.

PORTABLE—Model 100 is a self-powered battery operated radio with a carrying case. The battery pack and a carrying case are included. Model 100, List Price, \$12.95. Radio and Television Retailing, May, 1939.



PILOT

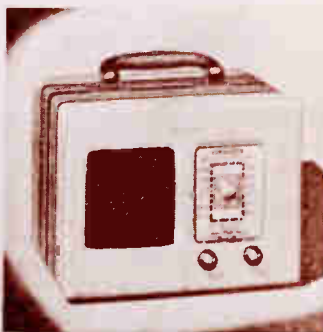
Pilot Radio Corp., 3424 North 24th Street, Long Beach, Calif., N. Y.



TELEVISION RECEIVER—Model 100 is a tube receiver with 8 tubes for reception, control, background, camera. Total number of tubes, including camera receiver, 12. List Price, \$12.95. Radio and Television Retailing, May, 1939.

EMERSON

Emerson Radio and Phonograph Corp., 131 Eighth Ave., New York, N. Y.



PORTABLE—Model CT-275 is a self-powered portable 5 tube superhet. Tuning range is 550 to 1650 kc. Has automatic volume control, beam power output, permanent magnet dynamic speaker, two stages of 11 amplification, self-powered loop antenna, acoustically constructed cabinet. List Price, \$19.95. Radio and Television Retailing, May, 1939.

MISSION BELL

Mission Bell Radio Mfg. Co., Inc., 155 Venice Blvd., Los Angeles, Calif.



PORTABLE—Model 500, a battery operated set designed to provide extra long distance ability and tone quality. A capacity coupling system to the external antenna terminal provides an efficient pickup circuit, thereby insuring added sensitivity when an outside antenna is used. Battery life from 25 to 35 hours. Six to 10 P. M. speaker, weight 17 1/2 lbs. List Price, \$24.95. Radio and Television Retailing, May, 1939.



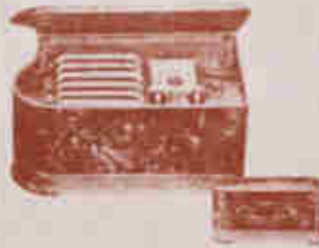
EMERSON—Model CE-259—5-tube superhet portable battery model.

Preview of New

EMERSON

MODEL 218—Five tube ac-dc superhet for standard American broadcasts and police calls. Features Emerson "Mirela Tone Chamber". Equipped with electric dynamic speaker, automatic volume control, built-in antenna. Sleek construction of the 8 1/2 by 10 by 8 1/2 in. cabinet allows use of continuous recessed set front and sides. Opening and closing of lid starts and stops receiver. List \$24.95.

Emerson Radio and Phonograph Corp.
111 Eighth Ave., New York 31, N. Y.



STEWART-WARNER

Stewart-Warner Corp.
1800 Broadway, New York 36, N. Y.



MODEL 3100—Superhet table model with illuminated dial and multi volume control. Magic Keyboard Tuning. Illuminated dial. New! Book of 100 radio plays. List \$24.95.

STROMBERG-CARLSON

Stromberg-Carlson Tel. Mfg. Co.
120 Carlton Road, Rochdale, N. Y.



MODEL 345-X—Slanting panel console grand with selective 10-tube chassis. Acoustical Labyrinth and Catipaloo Leather Speaker. Atlantic English 18th Century design. Electric Rack Tuning.

MODEL 31-817—Effect. The use of wood grain make this an attractive console, a superhet which has automatic volume control and Magic Keyboard tuning. Illuminated dial, glowing tubes.



MODEL 335-H fills a new table model price bracket. The idea for its walnut cabinet was taken from a Chippendale clock case, grille was taken from a Chippendale chair back motif. Electric Rack Tuning.



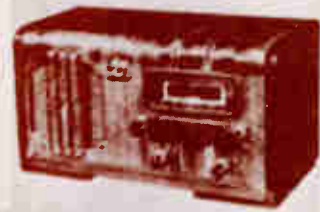
MISSION BELL

Mission Bell Radio Mfg. Co., Inc.
222 Spring Blvd., Los Angeles, Calif.



PORTABLE—Model 40 complete battery operated portable radio with built-in antenna. weather proof aluminum case covered in canvas with carrying handle. May operate volume control, amplifier low dial tubes, receive aerial or ground connection.

Radio Merchandise

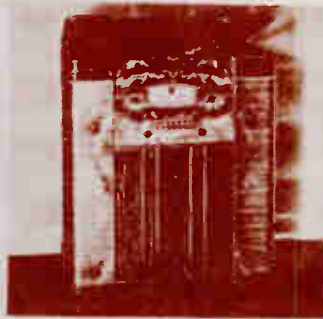


ARV Phono—Model 39—six push button, six tube set, superhet. List \$44.95.

SENTINEL

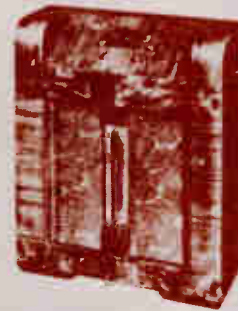
Sentinel Radio Corp.
2222 Diversey Parkway, Chicago, Ill.

COMBINATION — Radio Phono Model 125AC-CB in console grand cabinet. Seven button permeability tuning, 6 tubes, 2 bands, tuning from 540 to 18,300 kc. Self-starting a.c. phono motor, 12 in. turntable for 10 in. and 12 in. records automatic stop, crystal pickup, separate radio-phono switch, volume control on both radio and phono. List \$79.95.



ARVIN

Radio Spinks Industries, Inc.
Columbus, Ind.



Priced from \$16.95 to \$99.95, the nice new models of the 1939 line include model 91, illustrated. Six tube superhet circuit, 10 in. dynamic speaker, six p band coverage provides American and foreign reception, 6 station push button and dial tuning, electric eye tuning indicator, beam power output, walnut. List \$64.95.



MODEL 177 UT — Streamlined bakelite cabinet in selection of six colors, 5 tubes, a.c.-d.c. superhet, tunes 540 to 1730 kc. New illuminated finger dial. List \$9.95.

G-E

General Electric Co.
1285 Boston Ave., Bridgeport, Conn.

MODEL G-86 — Built-in beam-a-scope, phono-graph key, 8 tubes, 3 bands — 540-18,000 kc., 5 watts output, keyboard touch tuning, multivision louvre dial, visual 4-pt. tone fidelity control, automatic band indicator, automatic power switch, cathode-ray tuning indicator, oscillator stabilization circuit, 12 in. dynamic speaker, automatic volume control.



HOWARD

Howard Radio Company
1731 Belmont Ave., Chicago, Ill.

MODEL 4BT battery operated superhet using the new low drain 1.4 volt tubes. May be powered with A-B packs, standard Aircell or A and B batteries. The drain is .25 amp. from the A battery. Economizer provides low "B" drain of 7.5 ma. for ordinary reception, 12.5 ma. drain at maximum power output. Five in. permanent dynamic speaker

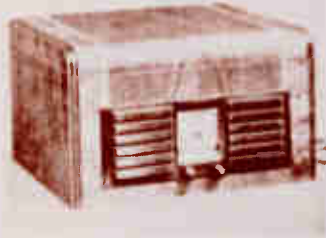


WIRELESS RECORD PLAYER — Plays 10 or 12 in. records from any location in the room through radio loud-speaker without wired connection. Plugs into any a.c. electrical outlet. Crystal pick-up, self-starting motor.

Typical New Models Catching Public Fancy as Christmas Nears



RCA VICTOR 1212 \$89.95 f.o.b.



PHILCO 902 \$49



FARNWORTH AK-10



ADMIRAL 405 \$31.95



STROMBERG-CARLSON 411 PT \$69.50 f.o.b.



STEWART-WARNER 509 \$34.95



MOTOROLA 61F \$44.95



FADA PL-50 \$29.95



EMERSON CV289 \$32.95



SONORA TNE-60 \$37.95



WESTINGHOUSE WR 470



ARVIN 88 \$39.95

1940

MAJOR EVENTS IN HISTORY

1940

Russia attacks Finland in the so-called "Winter War".

Germany sweeps across Belgium and Holland, forcing France to surrender and England to evacuate its army at Dunkirk.

A survey estimates that 30 million American homes have radios.

President Roosevelt wins an unprecedented 3rd term, defeating Republican Wendell Willkie.

Cincinnati defeats Detroit in the World Series.

TOP MUSICALS

DuBarry Was A Lady

Louisiana Purchase

TOP SONGS

I'll Never Smile Again

Blueberry Hill

TOP MOVIES

South Of The Border

Oh Johnny

When You Wish Upon A Star

In An Old Dutch Garden

TOP PLAYS

My Sister Eileen

There Shall Be No Night

Two On An Island

TOP BOOKS

Native Son

Richard Wright

You Can't Go Home Again

Thomas Wolfe



Glenn Miller



Benny Goodman, the "King of Swing"

CELEBRATING TWO DECADES OF RADIO ACHIEVEMENT

Investigate

FADA
Radio

"The Profitable
Line for 1940"

THE RADIO OF TOMORROW—Today!

FADA OFFERS

● QUALITY

With a record of twenty years achievement in the Radio Industry, FADA'S 1940 line makes its bow with radio sets that are unexcelled in TONE, PERFORMANCE and STYLING.

● ACCEPTANCE

Several Million Satisfied Customers can't be wrong . . . FADA owners have been FADA enthusiasts for Twenty Years. In proof of this, ask any Dealer—Service man, or FADA set owner.

● ADVERTISING and DISPLAYS

FADA presents a series of DISPLAYS that are attractive and practical. Every display was designed with its principal motive in mind, that of SELLING MERCHANDISE and BUILDING CONFIDENCE.

FADA has displays for Window and Interior use. They include a NEON SIGN—beautifully lithographed 3 dimensional Window Display, Price Cards and Counter Cards and a Silent Salesman Display Rack holding 12 to 15 Table Models.

FADA NEWSPAPER ADVERTISING will be continued as always to pave the way for Greater Sales.

FADA ADVERTISING will help you sell more radios and reap greater profits. Twenty years continuous advertising of the FADA name and quality have gathered sufficient momentum to make every bit of Advertising Material produce the maximum results.

FADA RADIO AND ELECTRIC CO.
30-20 Thomson Avenue
LONG ISLAND CITY, NEW YORK

1940 FADA FEATURES

PLAY ANYWHERE PORTABLES

FADA's complete line of self-powered Portables includes Standard and De Luxe Models in broadcast, shortwave and with optional models playing alternately on AC or DC Current.

FADA PIONEERS COLOR COMBINATIONS

Bakelite and Plastics in two color combinations pioneered by FADA, styled to delight the eye. NEW GENUINE CATALIN Color Combinations symbolizing the quintessence of latest vogues in color and styling.

PHONOGRAPH CONSOLE COMBINATIONS

from \$49.95 and up.

Priced less than standard consoles.

—and a host of other features. But most important, COMPETITIVE LIST PRICES with liberal discounts to enable JOBBERS AND DEALERS to make a PROFIT.

Write for sales brochure



The IDEAL GIFT is ANY Emerson

See and Hear these Brilliant New Additions to the 1940 Quality Line



"3-WAY" PORTABLE

1. Plays on A.C.
2. Plays on D.C.
3. Plays on Its Own Power—Anywhere (No Plug-In)

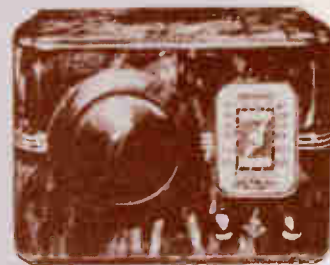
Model DJ-310—With "Miracle Tone Chamber"

Choice of Three Cabinet Colors with Three Tone Units, with Dynamic Tone, Super-Loud Speaker

Standard Broadcasts • 3-Tube AC/DC Super-Heterodyne • Inner Capacitor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched burr walnut

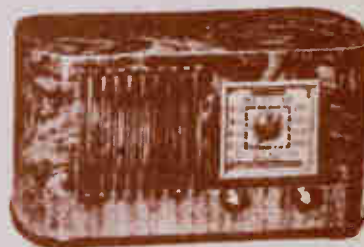
\$24.95
COMPLETE

NEVER before has such style been designed—never before such Holiday Opportunities! Ask your Emerson distributor for details—ask for full-color wall display of these and other new models.



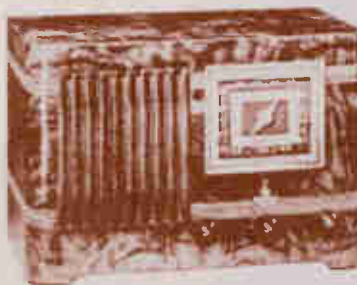
Model DB-315—Deluxe Cabinet with "Re-Flex Miracle Tone Chamber"

Standard Broadcasts • 3-Tube AC/DC Super-Heterodyne • Inner Capacitor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched burr walnut \$19.95



Deluxe Model CV-313—With "Miracle Tone Chamber"

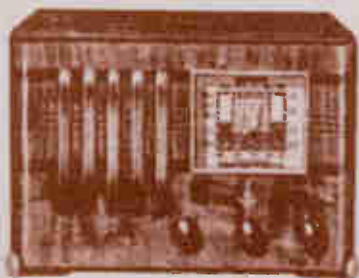
3-Tube AC/DC Super-Heterodyne • Standard Broadcasts • Inner Capacitor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched burr walnut \$19.95



Deluxe Model CG-318 (Above) With "Miracle Tone Chamber"

3-Tube and Battery • AC/DC Super-Heterodyne • Standard Broadcasts • All Features • Inner Capacitor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected burr walnut

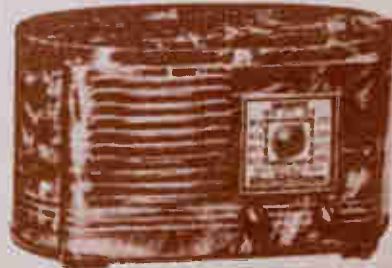
\$24.95



Deluxe Model CS-320 (Left) With "Miracle Tone Chamber"

3-Tube and Battery • AC/DC Super-Heterodyne • Standard Broadcasts • All Features • Inner Capacitor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected burr walnut

\$29.95



Deluxe Model CV-316—With "Miracle Tone Chamber"

Standard Broadcasts • 3-Tube AC/DC Super-Heterodyne • Inner Capacitor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched burr walnut \$22.95

EMERSON RADIO AND PHONOGRAPH CORPORATION... NEW YORK, N. Y.
World's Largest Makers of Small Radios



Radio



Radio



Radio



Radio



Radio



Radio



Radio



Radio



Sasktel Radio Corp., 2020
Bridge Ave., Evanston, Ill.



MAJESTIC PRADO



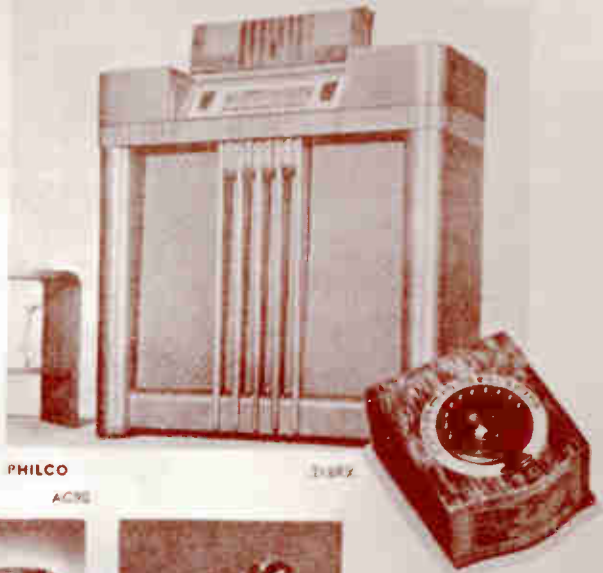
SEVEN

The BEST Radios



MOTOROLA

82A



PHILCO

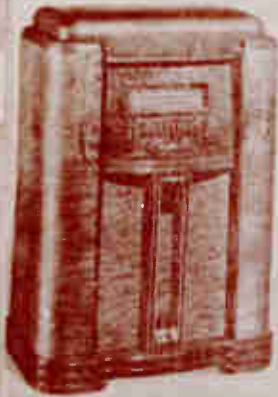
1382

STEWART-WARNER

3187

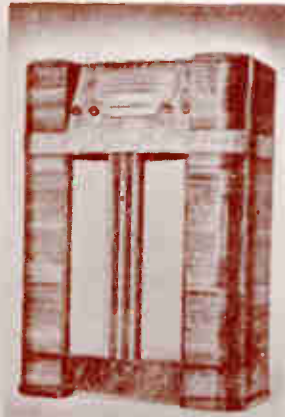
FARNSWORTH

AC96



ADMIRAL

3941B



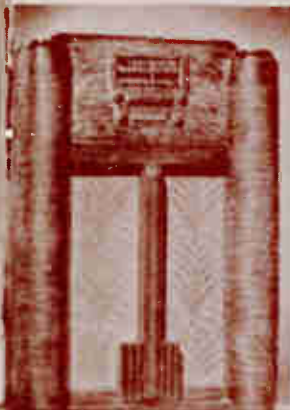
CROSLEY

819M



GENERAL ELECTRIC

H116

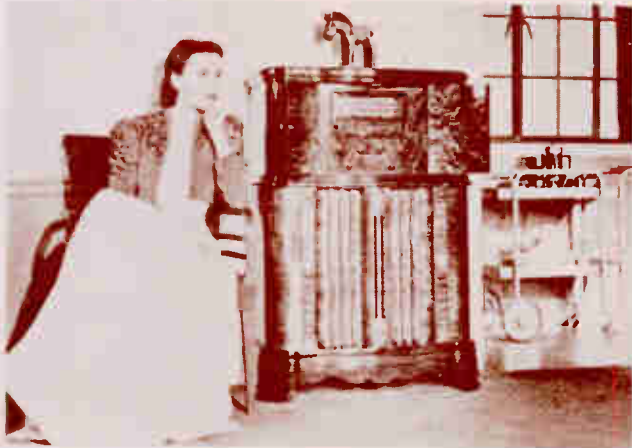


The best of radio-cabinet construction. See yours for value. It is national advertising to show you yours is available with ours.

1940

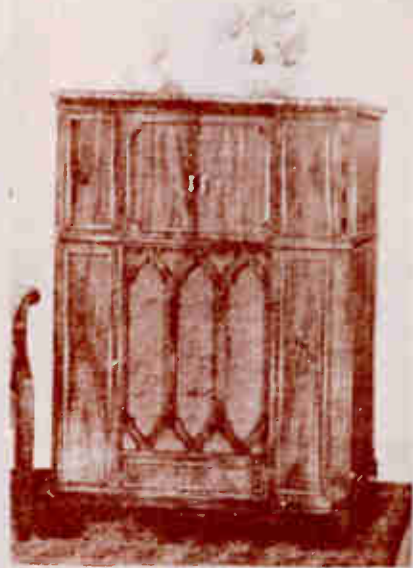
MONEY Can BUY*

DEMAND WILL ALWAYS BE HEAVIEST for low and middle-range merchandise but industry "pulls itself down by its own bootstraps" when it consistently fails to effectively promote top quality



RCA VICTOR

K139



STROMBERG-CARLSON

480M

FARNSWORTH



SENTINEL

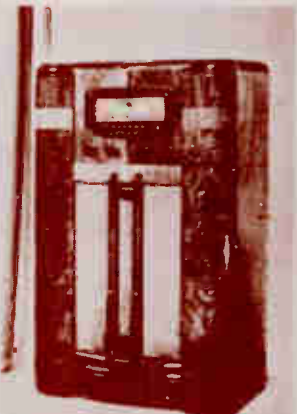


HOWARD

5185

WESTINGHOUSE

WR374



1940

For your Big-set — Big-volume
— Big-profit business —

The Finest Consoles in RCA Victor History!

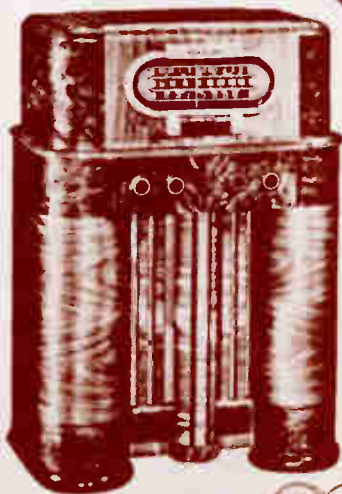


**RCA VICTOR PRESIDENTIAL
MODEL 110K**

Amazing new "Overseas Dial" with 51-meter spread band... 10 RCA Victor Preferred Type Tubes... Stabilized Electric Tuning... 6 stations... American and Foreign Reception... 3 bands... Radio-Frequency Amplification... Built-in Magic Loop Antenna... Separate Built-in Antenna for Short Waves... Parallel Push-Pull Audio System... 12" Electro-Dynamic Speaker.

Push these quality consoles—

Watch 'em pull people in!



RCA VICTOR MODEL 19K

9 RCA Victor Preferred Type Tubes... Stabilized Electric Tuning... 6 stations... American and Foreign Reception... 3 bands... Built-in Magic Loop Antenna... Separate Built-in Antenna for Short Waves... Radio-Frequency Amplification... Push-Pull Audio System... 12" Electro-Dynamic Speaker.

*Both instruments designed for use with
Victrola, Television or Frequency Modulation Attachments!*

If your customers go for beauty plus value, you've got a great year ahead! For in these brilliant new 1941 RCA Victor console radios, you've got the fastest-selling profit-getters that ever gladdened a dealer's heart!

We spent thousands of hours to make them *planned super-values*. RCA Victor research men and engineers incorporated in them brilliant new features for finer performance and richer tone. RCA Victor craftsmen created and discarded scores of designs before selecting the superb cabinet that set new standards of beauty.

The results are the finest "sales naturals" you've ever offered the public. Get behind them and push—and get in business for your wealth!

P. S. Remember, these are but *two* of the profit-pullers in the great 1941 RCA Victor line! Better check into the "Little Nipper" sales picture, too—it's the brightest spot in years!

For finer radio performance
RCA Victor Preferred Type Tubes

RCA Victor

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA



**NEW ARVIN
PUSH BUTTON**

Model 88 . . . \$26.95 list

Powerful 2-tube AC superheterodyne with 6 push button automatic tuning. New special Arvin "radio-phonograph" which increases frequency to 18 or 24 stations. Electrodynamic speaker. Modern cabinet cabinet 13 1/2" high, 9" wide, 6 1/2" deep.

**TWO STREAMLINED
PLASTIC RADIOS
in a choice of colors**

Full sized table radios 13 1/2" wide, 6" high, 6 1/2" deep. Powerful superheterodyne using 8 tubes plus full-size tube. Operate on AC or DC current. Electro-dynamic speaker.

Model 80A in ivory or gold . . . \$19.95 list
Model 80 in cherry black or blue . . . \$18.95 list



SEE THESE NEW ADDITIONS
TO THE COMPLETE LINE OF
ARVIN
RADIOS

**MODERN STYLING
ATTRACTIVE PRICES
BEAUTIFUL RECEPTION**

Eight-line Arvin Model 88 with lid raised to show phonograph tone table.



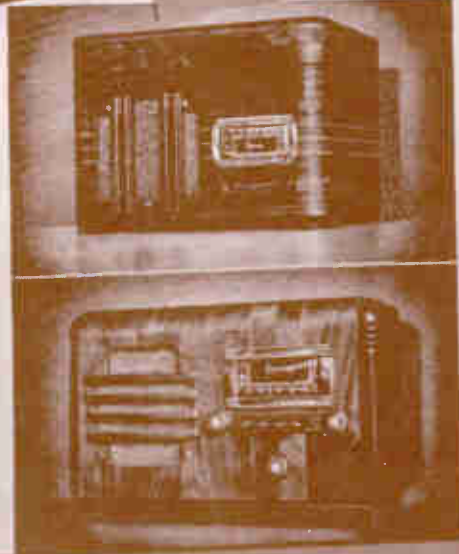
**NEW ARVIN Radio-Phonograph
AC Model 88 . . . \$39.95 list**

You can reckon on the popularity of radio-phonograph with this table model. Improved pick-up reproduces voice and musical recordings beautifully through the 4-tube circuit. Plays 10" and 12" records. Has 6-tube superheterodyne circuit with 6" electro-dynamic speaker. Provides fine selectivity and splendid tonal range.

**NEW ARVIN Push Button
AND DIAL TUNING**

AC Model 70 . . . \$29.95 list

A powerful broadcast and short wave superheterodyne receiver with full electro-dynamic speaker, tuning 540-1750 kc. and 3.75-18.0 mc. Combines the convenience of 4-station push button tuning for the preferred national chain stations and the flexibility of dial tuning for general choice coverage. Cabinet 9" high, 14 1/2" wide, 6 1/2" deep.



● These new Arvins are fine radios—quality sets in every detail of appearance and performance. They are not to be confused with the many midget radios on the market today.

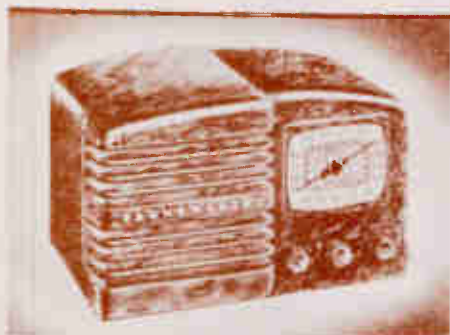
Five models, including the radio-phonograph, meet the demand of thousands of users—giving you the sales appeal of push button tuning, dial tuning or a combination of both in table radios. You can sell these new Arvins in volume—they're so reasonably priced.

The modernistic gold foil display, shown above, with the new plastic Arvins is a honey of a merchandiser. This window-counter display catches the eye—and really glorifies the new streamlined sets. The display is free with an order for any three table radios. Ask your jobber. Noblitt-Sparks Industries, Inc., Columbus, Indiana.

Prices subject to change in various South and West.

ASK FOR CATALOG showing complete line of table models, cabinets, chassis radios and battery radios.

Again Farnsworth



Model HI-26. A pioneer of portable radios and engineering. Magnetically shielded (no hum). An AC-DC double superheterodyne circuit. 4 tubes. Automatic volume control and Pilotone Tuning. An easy-to-use that will stand in large volume with continuous softing effect.



Model HI-27. An ideal number for your shortest table model line-up. Simple AC-DC superheterodyne circuit. 2 bands. Pilotone Tuning and push-button tuning for four stations—everything your customers want in a table model.

The tremendous public acceptance of the Farnsworth Line last Fall was not a matter of chance.

For the Farnsworth organization had been picked from the leading executives of the entire radio industry. Years of experience backed their judgment in anticipating markets . . . in creating the Farnsworth Line . . . and in developing a sound merchandising program to move it.

Farnsworth Radios were winners . . . outstanding buys in the radio business.

Forward with Farnsworth in '40

Today, Farnsworth is far in front again . . . anticipating public taste at the strategic moment by adding new models to its comprehensive line. A number of these smart new models . . . together with *priced sellers* of the past season . . . are shown here. Look them all over. They're going to move fast because they're what your customers want.

They follow the Farnsworth policy of working from the dealer's point of view . . . giving him new merchandise at the strategic time when he can use it . . . and putting more dealer profit back into the radio business. See your Farnsworth distributor immediately. Get the details of the profitable Farnsworth program for the months ahead.

Farnsworth Television & Radio Corporation, Fort Wayne and Marion, Indiana

FARNSWORTH ALSO LEADS IN THE COMBINATION FIELD

Model AK-26. This beautiful radio-phonograph combination proved to be the hit of the season. Plays 10 twelve-inch or 12 ten-inch records automatically. 7 tubes. 3 wave bands. Pilotone Tuning. Push-button tuning. Television-sound connection. And priced to sell on sight!



Model AK-26 is another "hot" model in the Farnsworth "step-up" combination line. Charming cabinet. Plays 10 twelve-inch or 12 ten-inch records automatically. Drawer for records. 7 tubes. 3 wave bands. Push-button tuning. Television-sound connection. A big bargain.



Your hard-to-please customers—those who are the finest, will buy the authentic Chippendale period design of radio-phonograph model AK-26. Plays 10 twelve-inch or 12 ten-inch records automatically. 10 tubes. 3 wave bands. Push-button tuning. Television-sound connection.

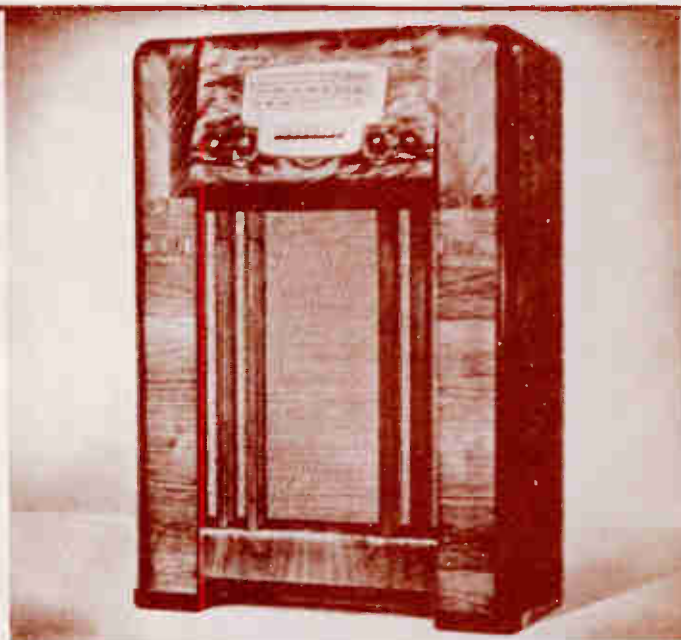


1940

Anticipates Popular Demand



It's still the greatest value in radio. Model AC-70 has proved it's the best bargain in the business. Here's a real traffic producer . . . priced to compete with anything on the market in its class. Read over the features that make it a lot of radio for the money: A distinguished cabinet, 8 tubes, 3 wave bands, Flo-Lite dial, Shielded rotatable Built-in-Tenna, Automatic volume control, 12-inch electro-dynamic speaker, Phonograph and television-sound connections . . . all at a price that says "Buy me."



Model BC-81 in tune with the times—a new note in cabinet design, packed with eye-appeal that makes it the show spot in any line-up of radios, 8 tubes, 3 bands. Automatic volume control, Continuously variable tone control, Shielded rotatable Built-in-Tenna, 12-inch electro-dynamic speaker, Phonograph and television connections. See it, hear it, and you will sell it.

Model BC-102, Miscellaneous combined with dignity in cabinet styling for those who want a big packageable in appearance, big in value, and outstanding in performance, 8 tubes, 3 bands, Shielded rotatable Built-in-Tenna, Automatic volume control, Continuously variable tone control, 12-inch speaker, Television and phonograph connections. Even its low list price provides a wide margin for trade-in—no national stepping model.



1940

ARVIN *Radios*



MODEL 802 \$24.95
LIST

Battery-Electric Portable complete with batteries, built-in loop antenna and 5 working tubes. A sturdy, dependable portable for outdoor or indoor use. Operates on self-contained batteries or 110 volt AC or DC current. One set of batteries, furnished, provides 250 to 350 operating hours. Plenty of sales appeal in this set.



MODEL 702 \$24.95
LIST

4-Tube AC-DC Superhet with push button and dial tuning. Beautiful walnut wood cabinet. Built-in loop antenna. High sensitivity and low selectivity provide wide range performance. Permanent magnet 8-inch speaker for fine tone and voice reproduction. A radio value seldom seen at this price.

FAST MOVERS
FINE PERFORMERS
LOW PRICES
BIG VALUES



MODEL 402A \$6.95
LIST

The little giant of radio land, with eight ear-tying and 3 tubes. Unbreakable cabinet. Choice of ivory or (optional model 452) 20-foot antenna attached. Small enough to tuck away in luggage, powerful enough to do an almost unbelievable job. A rapid fire seller.



MODEL 602A \$18.95
LIST

6½-Tube AC-DC Portable Superhet with built-in loop antenna and convenient carrying handle. Plastic cabinet in ivory or (optional model 652 at \$16.95). Variable tone control. A general, fine-performance set. All prices include higher classes and their set and accessory books.



MODEL 502 \$9.95
LIST

8-Tube AC-DC Superhet. Extremely sensitive and selective. Beautifully-appointed cabinet. Beautiful illuminated speaker dial. Choice of ivory or walnut finish. Unbreakable cabinet. 20-foot antenna attached. Small but mighty. Outperforms many radios that sell at twice its price.

NEW 1940 MODELS—DEPENDABLE, BIG-VALUE SETS—FROM A REPUTABLE MAKER

Four new Arvin Car Radios for 1940 cost every penny! Two 2-tube single unit sets, offer every modern feature—power-amplification—with direct control dial tuning, or dial and a push button automatic tuning. These powerful car radios afford unbelievable sensitivity and selectivity. And look at the amazingly low prices. 22 Arvin Car Radios carry the famous Fluorac Filter which means clear, bright, strong and clean reception.

MODEL 610 with direct controls, direct control dial tuning and 2 tubes. A radio value seldom seen at this price. **\$14.95**
LIST



MODEL 610

Two other 1940 Arvin Car Radios give you the added thrill of variable speed controls and push button remote control tuning. Model 4775, 2-tube (dual) and 2" speaker with permanent remote control, \$24.95... and variable speed control, \$28.95. Model 4776, dual 2 1/2" speaker with permanent remote control, \$40.95... and variable speed control, \$28.95.

MODEL 4775-SPACED MODIFIED, Columbia Station

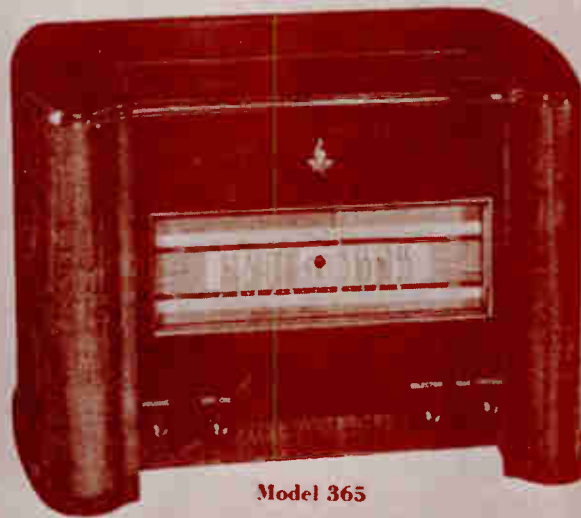
Model 4776 with push-button and variable dial tuning and 2 tubes. A single set "Radio-rama" radio.

\$17.95
LIST

Introducing A NEW KIND OF RADIO

Emerson

HIGH FIDELITY . . . 20 WATTS OUTPUT



Model 365

IN A DE LUXE TABLE MODEL

The Studio Grand \$59.95

(Eighty Eight West and South)

ONLY golden words can describe the breath-taking tone—its matchless beauty—its all-embracing performance . . . Here, for the first time in a table model, is ACTUAL High Fidelity with perfect "3-dimensional" tone, from a whisper to a completely fulfilling reception of a symphony . . . Here is reproduction for which a true music-hungry public has long been waiting . . . 20 watts output—four to eight times the power output of average radio. It remained for EMERSON to create and to price this masterpiece within buying reach of thousands.

8-Tubes plus Electron-Ray tuning . . . 20 watts Push-Pull

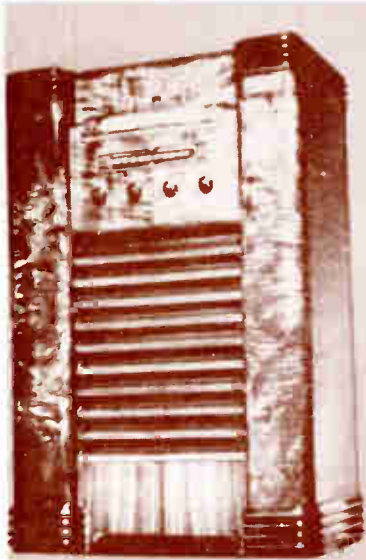
Beam Power Output . . . 8-inch Heavy Duty Electro Dynamic Speaker . . . Inclosed-improved Super-Loop Antenna . . . Acoustically Constructed Cabinet: Six-Bent Construction. Center-matched hutt-walnut and vertical grained striped walnut veneers. Hand-rubbed finish.

77 New 1941 Emersons . . . \$9.95 to \$199.95

Ask your Emerson distributor for descriptions, prices, discounts, and local and national promotion of the complete new 1941 Emerson line. See **HOW AND WHY** Emerson dealers are again piling up new sales "highs."

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK, N. Y.

World's Largest Maker of Home Radio



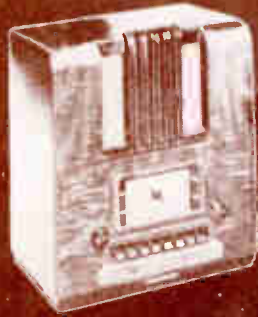
Model 91-1117—Here, at the price of many 7 or 8-tube consoles, is one with 11 latest tubes and no dummies, motor-driven 8-station Magic Keyboard tuner, with automatic band-spread, new roller-type 3-band Magic Dial, push-pull electron beam power amplifier, 11 tuned circuits, code filter, shadow beam tuner, A.V.C., 4-position tone control, full 12-inch dynamic speaker. Available with remote control. The outstanding value in radio today.



Model 91-511 and 97-521—Attractive, richly grained walnut veneer cabinet, rounded end and louver-type grill, supplied either with 5-tube AC superheterodyne or superheterodyne chassis for AC-DC, using 6 tubes including ballast, with tone control, automatic volume control and 4-station Magic Keyboard tuner.

"The Herculoy Duo-tuning Unit, developed by Stewart-Warner, provides the most positive and accurate automatic volume adjustment in radio history."

MAGIC



Model 91-531—This upright design with wrap-over top curve, in costly ripple-grained walnut veneer, houses a 5-tube, 2-band chassis covering 540-1725 kc. and 5400-15,400 kc. 5-tuned circuits, illuminated Magic Dial, A.V.C., push-button tone control and band switch, and 3-station Magic Keyboard tuner.

Model 91-514 and 97-524—This decidedly modern cabinet in black and rippled ivory is available with choice of two chassis—5-tube AC or AC-DC with 6 tubes including ballast, A.V.C., tone control, and 4-station Magic Keyboard tuner. Full 5-inch dynamic speaker.



Model 91-513—An absolutely new idea in cabinets, the first table radio designed for a place in the middle of the room. Beautifully finished on all sides and houses high-quality superheterodyne 5-tube chassis with A.V.C., tone control, dynamic speaker and 4-station Magic Keyboard tuner.

Model 91-621—A real go-getter for those who want more than the minimum—but yet want to save. A beautifully made cabinet with tone-diffusing louvres, housing a 6-tube chassis with shadow beam tuner, 5-station Magic Keyboard, with Herculoy Duo-tuning Units, push-button tone and band switch, built-in code filter, A.V.C., Magic Dial covering 540-1725 and 540-15,400 kc., full 6-inch dynamic speaker.



**STEWART-WARNER
KEYBOARD RADIOS**

NEW R. F. CIRCUIT INCREASES SENSITIVITY SEVEN-FOLD



12-C5—Mahogany
 5-tube AC DC superheterodyne receiver with automatic detuning. Two bands, 540-1730 K.C. and 5.62-17.1 Mega. R.F. Aeroscope, A.V.C., P.N. dynamic speaker, television sound system. Quality range 249 to 273 K.C.



14-C5—Ivory
 5-tube AC DC superheterodyne receiver with automatic detuning. Two bands, 540-1730 K.C. and 5.62-17.1 Mega. R.F. Aeroscope, A.V.C., P.N. dynamic speaker, television sound system. Quality range 249 to 273 K.C.



20-A—Walnut **21-A—Ivory**
 5-tube AC DC superheterodyne receiver with automatic detuning. Two bands, 540-1730 K.C. and 5.62-17.1 Mega. R.F. Aeroscope, A.V.C., P.N. dynamic speaker, television sound system. Quality range 249 to 273 K.C.

THESE SHORT WAVE RADIOS GUARANTEE FOREIGN RECEPTION



15-B5—Walnut **16-B5—Chartreuse-Ivory**
 5-tube AC DC superheterodyne receiver. Two bands, 540-1730 K.C. and 5.62-17.1 Mega. R.F. Aeroscope, A.V.C., P.N. dynamic speaker, television sound system.



17-B5—Walnut wood cabinet with handy carrying handle
 5-tube AC DC superheterodyne receiver. Two bands, 540-1730 K.C. and 5.62-17.1 Mega. R.F. Aeroscope, A.V.C., P.N. dynamic speaker, television sound system.



18-B5—Deluxe walnut wood cabinet—the style leader!
 5-tube AC DC superheterodyne receiver. Two bands, 540-1730 K.C. and 5.62-17.1 Mega. R.F. Aeroscope, A.V.C., P.N. dynamic speaker, television sound system.

ADMIRAL RADIOS SET THE VOGUE IN DELUXE WOOD CABINETS



396-6M—Walnut **397-6M—Ivory**
398-6M—Onyx
 6-tube AC DC superheterodyne in plastic cabinet. Two bands. Has stage of R.F. Aeroscope, A.V.C., automatic tuning, 4 push buttons, tone control, electro dynamic speaker, television sound.



399-6M—Walnut (wood)
 6-tube AC DC superheterodyne in walnut wood cabinet. 2 bands. Has stage of R.F. Aeroscope, A.V.C., automatic tuning, 4 push buttons, tone control, electro dynamic speaker, television sound.



25-Q5—Walnut wood cabinet.
 6-tube AC DC superheterodyne. Has 4 automatic tuning push buttons, Aeroscope, A.V.C., complete det. P.N. dynamic speaker, television sound system. Quality range 249 to 273 K.C.

SENSATIONAL ADMIRAL VALUES!

SINGLE BAND ADMIRAL RADIOS
 (540 - 1730 K.C.) **\$995**
 AND UP

TWO BAND ADMIRAL RADIOS
 540-1730 (Broadcast) and 5.62-17.1 Mega (gets all the 19-31-49 Meter Foreign Reception) **\$1295**
 AND UP

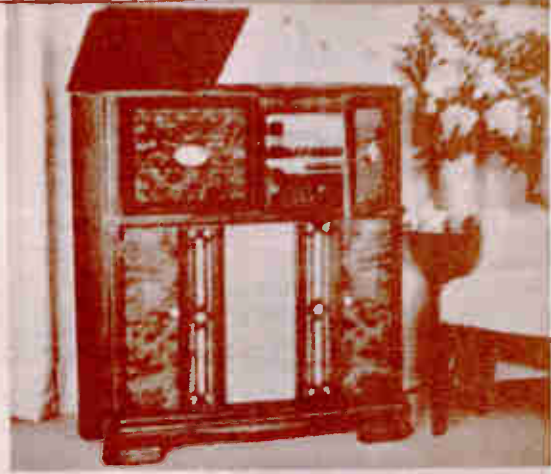
CONTINENTAL RADIO & TELEVISION CORP.
 3890 W. Cortland St., Chicago, Ill. Export Office: 116 Broad St., New York, N.Y.





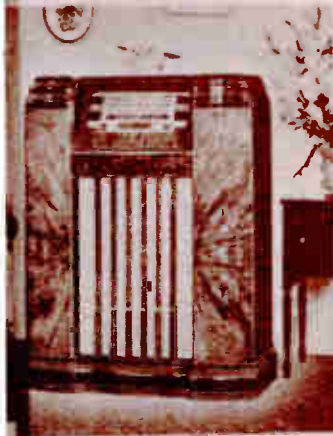
MODEL LFC-1128 with FM

Automatic record changer with lightweight tone arm. Built-in Beam-a-scope receiver. FM, Standard Broadcasts, and Foreign short-wave. Dual cascade limiters for noise-free FM. Inter-station silencer. Dynamic speaker. Three-gang condenser. 11 tubes including rectifier. 18th Century styled walnut veneer cabinet.



MODEL LFC-1118 with FM

Automatic record changer with lightweight tone arm. Built-in Beam-a-scope receiver. FM, Standard Broadcasts, and Foreign short-wave. Dual cascade limiters for noise-free FM. Inter-station silencer. Dynamic speaker. Three-gang condenser. 11 tubes including rectifier. Cabinet of American walnut veneer.



MODEL LF-116 with FM

Three built-in Beam-a-scopes receive FM, Standard Broadcasts and Foreign short-wave. Dual cascade limiters for noise-free FM. Inter-station silencer. Dynamic speaker with concealed tone chamber. Three-gang condenser. Tuned R.F. on all bands. 11 tubes including rectifier. American walnut veneer cabinet.



MODEL LF-115 with FM

Three built-in Beam-a-scopes receive FM, Standard Broadcasts, and Foreign short-wave. Dual cascade limiters for noise-free FM. Inter-station silencer. Dynamic speaker. Three-gang condenser. Tuned R.F. on all bands. 11 tubes including rectifier. Cabinet of American walnut veneer.



MODEL L-915

Provision for attachment of FM Beam-a-scope receiver. Built-in Beam-a-scope receiver. Standard Broadcasts and Foreign short-wave. Tone Monitor Circuit. Tuned band stage with 60 Mc tube. Dynamic speaker. Earthenware housing with drift-proof station settings. 9 tubes including rectifier. American walnut veneer cabinet.

TODAY SMART SALESMEN SAY:

'MAKE YOUR 'BLACK-OUT' ROOM A LISTENING POST WITH A GE PORTABLE... IT PLAYS EVEN IF THE HOUSE CURRENT FAILS'

GENERAL ELECTRIC



MODEL LF-816
This portable all-purpose unit is available for auto-cars or indoors. 2-watt self-clearing tone storage battery and clear plastic on A.C. or 110-volt 60 cycle. Powerful superheterodyne. 100% LF stages. Flip-up Beam-a-scope for greatly improved performance. Standard Beam-a-scope



MODEL LF-500
An all-purpose, carry-around portable which plays on A.C. or D.C. on the standard circuit. Built-in Beam-a-scope receiver. Standard Beam-a-scope. Superheterodyne circuit. Broad-band R.F. stages. Heavy-duty speaker. 7 tubes including rectifier. Case in all-weather material. 100% Beam-a-scope

1940



Sonora
Presents

the "Clear as a Bell Line"
... for **1940!**



...A COMPLETE LINE...41 MODELS... "TEENY-WEENYS"...COMPACTS...MANTEL TYPES...



MODEL TV-48. A magnificent streamlined AC DC Super-Batter & Windup AC DC portable radio. Features: 1200 to 535 K.C. frequency coverage, new 100 watt output, 9 in. dynamic speaker, 30 inch wide cabinet, 4 1/2 x 4 1/2 x 4 1/2 inches. \$22.00. Available in New York, Chicago, New York, and other cities.



MODEL TM-49. America's most compact Super-Batter & Windup AC DC portable radio. Features: 1200 to 535 K.C. frequency coverage, 100 watt output, 9 in. dynamic speaker, 30 inch wide cabinet, 4 1/2 x 4 1/2 x 4 1/2 inches. \$22.00. Available in New York, Chicago, New York, and other cities.



MODEL TN-40. A portable radio with 100 watt output, 9 in. dynamic speaker, 30 inch wide cabinet, 4 1/2 x 4 1/2 x 4 1/2 inches. \$22.00. Available in New York, Chicago, New York, and other cities.



MODEL TN-43. A portable radio with 100 watt output, 9 in. dynamic speaker, 30 inch wide cabinet, 4 1/2 x 4 1/2 x 4 1/2 inches. \$22.00. Available in New York, Chicago, New York, and other cities.

PLANTERS, CONSOLES, PORTABLES, AUTO SETS, PHONO COMBINATIONS, COMPLETE ELECTRIC PHONOGRAPHS AND PLAYERS... \$24.95 TO \$149.50 LIST. ... THE SONORA is "all there" for 1940! SONORA has the "edge" in Cost, in Fire, in Sales Appeal—our famous "Clear as a Bell" Tone Quality! You've never seen such a compact and beautifully balanced line. It's designed for selling "right from the smallest" Teeny-Weeny" to the most luxurious big 12 Tube console model SONORA for 1940—right all the way down the line—right in appearance, in styling, in quality, in beauty of tone—right priced, too, for today's market. And there's the twenty-five year old reputation and prestige of a great name back of this line—name that means SALES! And to top it all, there's the SONORA jobber policy—intelligent, sound, desirable—it brings you the outstanding radio profit opportunity for 1940!

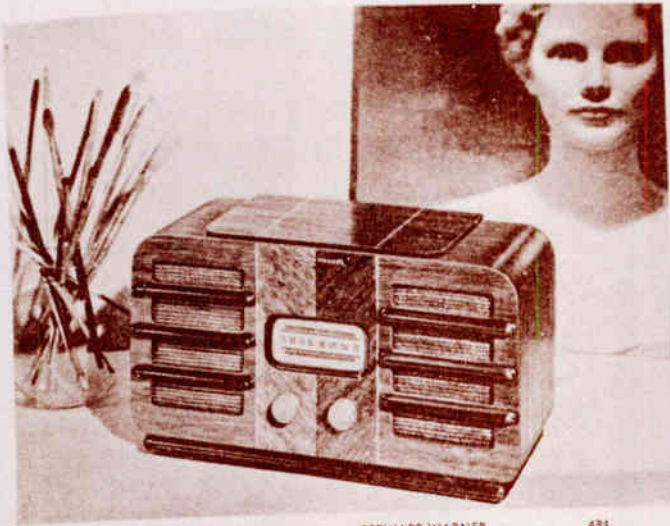
See the **SONORA** Line at the **Shaw—On Display at The Blackstone Hotel!**



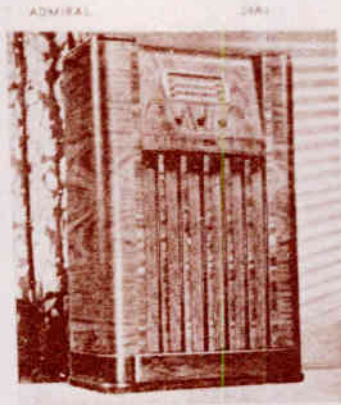
MODEL TT-52. A 1940 SONORA Smash Hit! An A.C. Superhit with "Umph!" Tunes 1220 to 535 K.C. Presented in an entirely new type of wainscoted model cabinet of rare and appealing artistry. Features: built-in "sonaroscope"—no aerial, no ground required, 5" Electro-dynamic Speaker, effortless 1 1/2" stroke 4-Bottom Armature Tuning, 2 Watt Output, new 1-piece Tenite-welded chassis and dial crystal, 5 1/2 x 4 1/2" Gem-laid dial face. Size: 32" x 11" x 7 1/2". A 1940 SONORA Sensational!

A FAMOUS NAME
•
A COMPLETE JOBBER POLICY
•
A GREAT "PACKAGE PLAN"

Sonora
Clear as a Bell
RADIO AND TELEVISION CORP.
2676 W WASHINGTON BLVD. CHICAGO
132-4 WEST 22ND STREET, NEW YORK
A GREAT NAME SINCE 1914.



STEWART-WARNER 484



ADMIRAL 2881

The 1940 farm radios breathe new life to the rural radio market, ridding out those old sales resistance headaches.

Old Headaches Gone

According to one manufacturer, with something like 4 to 4½ million farm homes still without electrification, the recent improvement in battery sets should bring new pleasures in radio entertainment to thousands of rural homes. Also, with the benefit of the new sets there is a big potential replacement market for the millions of old battery units now in use in unelectrified districts.

One company reports that its total sales of farm radios for the first three months of 1940 surpass those of any previous year in the history of the company. A battery manufacturer shows impressive figures on actual sales and estimated figures for radio storage and dry batteries for 1940. It advises on a new 2 volt radio "A" type, a low-drain battery with self-discharge virtually eliminated. This battery it is said, will operate the average radio receiver 6 months to a year or even longer.

Every farmer and rural dweller needs a radio set. The farmer's business is tied-in with radio, the crop and weather reports are aimed directly at him and in order to get these reports quickly he must own a good radio.

The 1940 line of rural radios is the answer to greater sales in this field.

SENTINEL

175 BTW

RCA VICTOR

BT42

PHILCO

95C



FARNSWORTH

BT40

EMERSON

CE285

MOTOROLA

40-428



SONORA

TH46

MAJESTIC

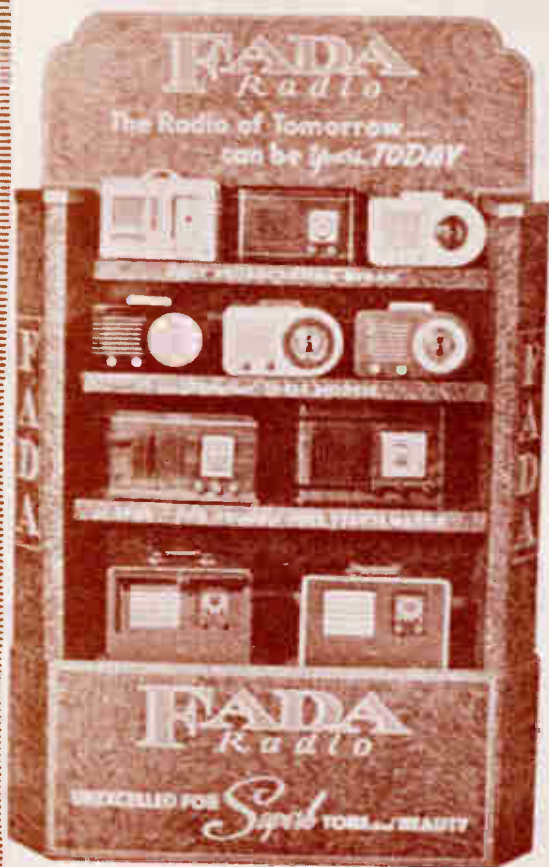
44B-2

WILCOX-GAY

458



"DESIGNED FOR SELLING"



Sturdy!

Durable!

Colorful!

Built to Last!

Special reinforcements give it the strength of wood at prices amazingly low. Watch sales leap—Note the growing interest in your product.

LET US HELP YOU WITH YOUR DISPLAY PROBLEMS

GRAND-CITY CONTAINER CORP.

Dept. "R", 622 West 57th Street, New York City

STROMBERG-CARLSON

CONQUEST—Model 535-M four-band set equipped for receive frequency modulation broadcasts. Has built-in snap controlled shielded plug, pushbutton tuning, television and phonograph connections. Price \$19.95



TABLE TOP—Model 535-L, priced at \$14.95. Features same features as model 535-M, but with a smaller speaker and a different control panel. Price \$14.95



Factory production line in action

Radios

TREND considered most constructive is return to U.S. stages, other proven performance features, by more manufacturers in more models. Conveniences retained but less frequently at expense of basic quality. Phone and recorder combinations headlined among large instruments, many with automatic changers. Straight consoles up in appearance, performance, price. Compacts no smaller, no cheaper. Portables thinner, in wider variety of finishes, often three-way with supply switching on front

SONORA



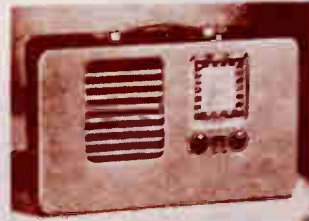
PORTABLE—Convenient, rugged, reliable, compact for transportation and operation. The case is made of zinc, is extremely well fitting handle is chrome plated. Has built-in battery, uses the new miniature tubes in a superheterodyne circuit. Includes built-in electric speaker. Measures 9 1/2" x 10" x 5 1/2". Sonora Radio & Tele. Corp., 2126 W. Washington Blvd., Chicago, Ill.

or 10" speaker with built-in antenna. 100% from \$12.95 to \$19.95. Kadette Radio Corp., 400 North Main.

STEWART-WARNER



COMPACT—Model 378E with 8-tube electronic dynamic speaker. 3-tube internal wind A.C. and D.C. tuning range from 550 to 1500 K.C. equipped with built-in antenna. Modern in design, compact, lightweight and available in ivory-molded plastic cabinet.



Model 378E—Model 378E with 8-tube electronic dynamic speaker. 3-tube internal wind A.C. and D.C. tuning range from 550 to 1500 K.C. equipped with built-in antenna. Modern in design, compact, lightweight and available in ivory-molded plastic cabinet.

KNIGHT



SUPERHERO—Model A-100 with built-in A.C. Magneto tone difference. 5-tube electronic tuning. 5-tube electronic speaker. Dimensions 10 1/2" x 10 1/2" x 5 1/2". Knight Radio Corp., 830 W. Jackson Blvd., Chicago, Ill.

AUTOMATIC



RADIO-PHONOGRAPH—Walrus tube model #434-A, measures 15" x 14" x 8 1/2". 8-tube superheterodyne tuner, 770 to 545 K.C., features built-in automatic antenna, A.C. dynamic speaker. List price \$39.95. Automatic Radio Mfg. Co., Inc., 122 Beacon Ave., Boston, Mass.



CONSOLE—MODEL 378E, an 8-tube superheterodyne featuring attractive cabinet design and finest wide tuning range and simplicity in design. Has built-in antenna. 8-pull-downs, transist. 4 1/2" x 10 1/2" high and uses a 10-watt electric dynamic type speaker. Stewart-Warner Corp., 226 D. Verdes Parkway, Chicago.

ANDREA

PORTABLE ELECTRIC PHONOGRAPH—Has self-starting rim drive electric motor. 6-tube fully covered tunable drive pickup. 6-pinch magnetic speaker. Adapter for 10 1/2" and 12" records. Model G-2, included in luggage type cabinet. List price \$29.95. Andrea Radio Corp., 6420 48th Ave., Woodside, N. Y.

EMERSON



PORTABLE—Model 163 is a 3-way portable with built-in dip antenna. Features American foreign and police broadcast 8-pinch parabolic magnet dynamic speaker. Luggage style case finished in blue buffalo grained simulated leather. Price \$24.95.

KADETTE



TABLE TYPE—Kadette, a plastic model, features an all-directional sound diffuse, top on and separating dome is placed in rear of radio using the cabinet as an effective baffle. Available in ivory, walnut, van with brown top and knobs, and brown with ivory top and knobs. \$-tube e.c.



PHILCO

MODEL U-12—Combination phone table-type has silent mercury stand-off switch, three-point bass and treble tone control, preprogram dial, built-in antenna, head-loading needle cabinet and automatic needle stop. Also other 12 or 12-inch records covers domestic and foreign short wave broadcast and police calls. Philco Radio and Television Corp., Philadelphia, Pa.

G-E



MODEL J-63—A unique, home receiving radio, greater in coverage than any other. Receiving with efficiency on 10 and including 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.



MODEL J-69—Automatic photograph combination console in genuine mahogany. Features automatic receiver, 3 bands, frequency modulation or tele conversion. Photograph compartment is in top left drawer and can be rotated conveniently. Equipped with remote storage compartment. Dealer: Radio Co., Bridgeport, Conn.

BRUNSWICK



HOUSE CONSOLE—The Bermuda—Model 20 is a 1000 cycle console in French Curve finish. Includes an eleven tube apparatus with 20-watt general output and four tuning bands and a 1000 cycle automatic record changer when in and direct record advanced. Features a set with photograph compartment.

Preview of

PHILCO



CONSOLE MODEL 200—A 10 tube apparatus with 3 bands, 1000 cycle receiver, 10000 cycles per second receiver, 10000 cycles per second receiver, 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.



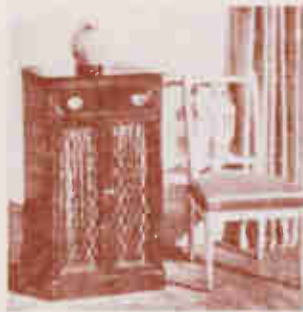
CONSOLE MODEL 201—A 10 tube apparatus with 3 bands, 1000 cycle receiver, 10000 cycles per second receiver, 10000 cycles per second receiver, 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.

FADA



PORTABLE MODEL 210—A 10 tube apparatus with 3 bands, 1000 cycle receiver, 10000 cycles per second receiver, 10000 cycles per second receiver, 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.

CONSOLE MODEL 202—A 10 tube apparatus with 3 bands, 1000 cycle receiver, 10000 cycles per second receiver, 10000 cycles per second receiver, 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.



WESTINGHOUSE

CONSOLE MODEL 203—A 10 tube apparatus with 3 bands, 1000 cycle receiver, 10000 cycles per second receiver, 10000 cycles per second receiver, 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.



CONSOLE MODEL 204—A 10 tube apparatus with 3 bands, 1000 cycle receiver, 10000 cycles per second receiver, 10000 cycles per second receiver, 10000 cycles per second receiver. Full band, from 500 to 1500 cycles per second. Includes 12.500 cycle receiver of standard receiver. Other accessories listed on page 10. Illustrated with optional.



New Products

CONCERT GRAND



CONTOLES—The Deluxe line includes combination radio-phonograph models 8D7 and 8A9. Both available in the Streamline design cabinet. Made in walnut, mahogany or Doree mahogany. The 8D7 model employs 8 tubes and a dual band unit. The 8A9 uses 12 tubes with three bands. Both have 12-inch speakers and automatic record changer. Concert Grand by Stewart Warner Corp., Chicago, Ill.

MOTOROLA



Bike Radio—Model B-33 is a complete 3-tube receiver, uses a 6-inch speaker and is equipped with a special battery pack. Mounts on handle bars with rubber shock-proof mountings. Model B-33 is 11 1/2 x 13 1/2 inches. Easily installed. Price \$29.95.



AUTOMATIC RECORD PLAYER—Model 22K is a two-tube wireless receiver with automatic record changer. It is mounted on a walnut finish base. Changes eight 10-inch or seven 12-inch records. Has automatic "needle" button. Measures 10 1/2 x 8 1/2 x 12 inches. \$49.95. Mfg. Corp., 4845 Ashland Blvd., Chicago, Ill.

PORT-O-MATIC

PORTABLE—Save-type portable. Battery two-band superhet. Has a frequency tuning controller and two ports which can be operated. Single loop antenna can be moved with lever in cabinet. Includes Meyer regulator for long run of batteries. Port-O-Matic Corp., 90 East 77 St., New York, N. Y.

HOWARD

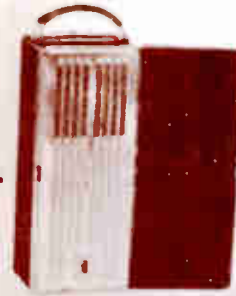


MODEL 70—Modernistic plastic table type receiver has 5 tubes, 6-inch speaker, covers stand and broadcast and police bands. Measures 9 1/2 x 6 x 5 1/2 inches. Available in walnut or ivory.



TABLE TYPE—Model No. 827 is a 5-tube straight A.C. receiver equipped with 3-wave band using 6-inch speaker. Output 5 watts. Retail price \$29.95. Howard Radio Co., 171 Belmont Ave., Chicago, Ill.

RCA



PERSONAL RADIO—A new camera size portable radio housed in a black metal case, 8 1/2 x 3 1/2 x 2 1/2 inches and weighs 4 lbs. Uses 2 batteries and contains 4 miniature tubes. Comes equipped with long strap for over-the-shoulder carrying. \$22.95, complete with batteries.



MODEL 187—New table type radio with large slide rule dial, new styled pushbuttons, telescopic attachment. Cabinet top, dial and grille frames on this 3-band 8-tube receiver, are of solid walnut. Body is of walnut veneer with a band of maple veneer. Has built-in loop. Height 12 1/2 inches, width 7 1/2 inches, depth 10 inches. RCA Mfg. Co., Camden, N. J.

ANDREA

PORTABLE RECORDER—Model RG 34 has five tubes, luggage case design. Utilizes 6AU6 visual recording indicator and a 6 1/2-inch speaker. Plays 12 or 10-inch standard records with cover closed. Records 6 to 10-inch size discs. Microphone and amplifier can be fed to speaker for small P.A. use. List \$29.95. Andrea Radio Corp., 48-20 48th Ave., Woodside, L. I., N. Y.



CONSOLE COMBINATIONS LIKE THESE, already sweetening the winter market, may be key to higher 1940 unit sale.

YARNSWORTH

ALICE

REGA VICTOR

DAVE



PHILCO

304

STROMBERG-CARLSON 442 PH

STEWART-WARNER 2240142

EMERSON

602



ANSLEY

CHERRY

HOWARD

YEARC

MAJESTIC

YONGA

FADA

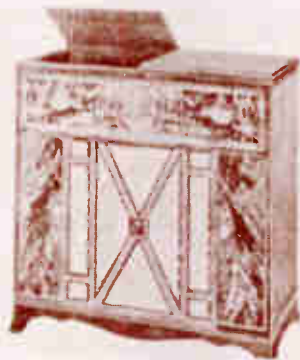
44



...or Roll Your Own



SENTINEL 2964



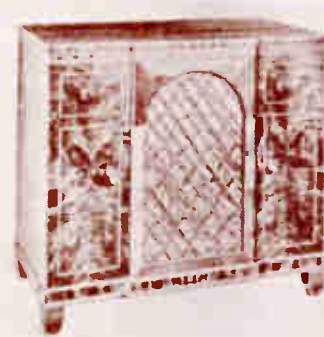
HECT 807-95



STEWART-WHELAN 670



FEDERAL 386



ADMIRAL 855-811



SARNOATH 848-88



DOWALD 987
BELMONT 797



REMEX 47
FADA RE/87



AUTOMATIC 740-88



CROSLY 81-80
EMERSON 864



1940

Major Radios 1940 Radios



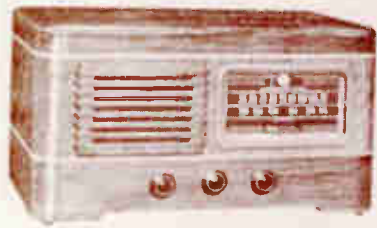
RADIO 131 \$29.95



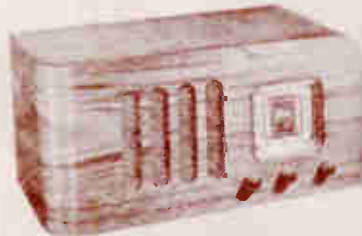
MOTOROLA 405W \$29.95



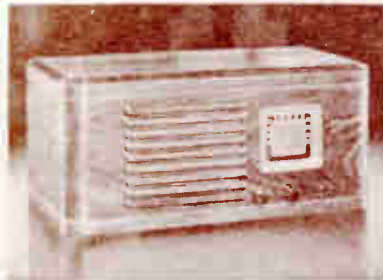
G-8 40828



RCA VICTOR 14872 \$29.95



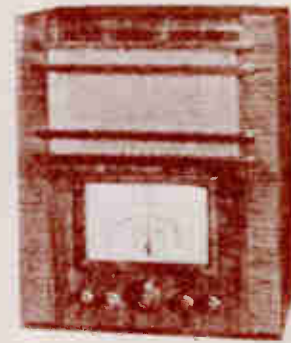
FADA 144MT \$29.95



GROLEY 4181 \$29.95



STEWART WARNER 421 \$29.95*



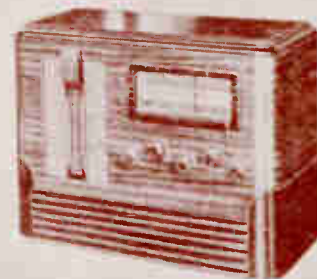
ANDREA 826 \$29.95



SONORA V2173 \$29.95



SETCHELL CARLSON 4176 \$27.50

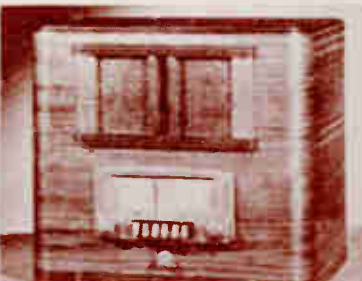


SENTINEL 243T \$29.95

MAJESTIC 1081A \$24.95

BELMONT 509

FARNSWORTH 815T \$26.95



1941

MAJOR EVENTS IN HISTORY

1941

Roosevelt and Churchill agree to Atlantic Charter at a secret meeting off Newfoundland.

President Roosevelt signs the Selective Service Act Extension.

In a surprise move, Germany attacks Russia.

U.S. destroyer Reuben James is sunk by a German submarine, 100 lives are lost.

Penicillin is first used successfully.

Japan attacks the United States at Pearl Harbor. The United States is now at war with Germany, Italy and Japan.

TOP SONGS

*Let's Remember
Pearl Harbor*

TOP PLAYS

*Watch On The Rhine
Claudia*

TOP MOVIES

How Green Was My Valley

The Great Lie

Citizen Kane

The Maltese Falcon

Sergeant York

TOP BOOKS

H.M. Pulham, Esq.
John Marquand

Black Lamb & Grey Falcon
Rebecca West

New Year Letter
W. H. Auden

The President reading the joint resolution by both houses of Congress declaring that a state of war exists with Germany and Italy, December 11, 1941

United Press International



ONLY ZENITH HAS THIS!

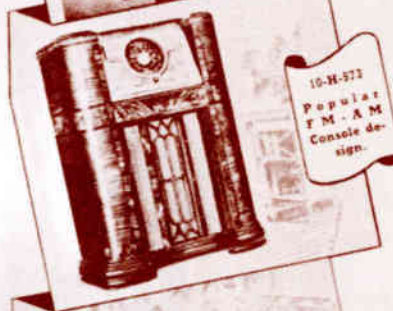
Extraordinary List OF SUPERIOR FREQUENCY MODULATION FEATURES



12-N-679
Radio-photograph
combination for FM-AM reception.



10-N-571
Striking
Spinet styling
for FM
and AM.



10-N-572
Popular
FM-AM
Console design.



10-N-551
An FM-AM
receiver
styled for the
chair-side.

- 1 Zenith Electric Automatic Push Button Tuning for F. M. Stations.
- 2 Zenith High Frequency Diffusing Deflector. Assures high fidelity listening all over the room.
- 3 Two High Gain Intermediate Frequency Stages insure freedom from image responses.
- 4 Zenith Triple Built-In Antenna Equipment—with special separate aerials for F.M. reception, standard broadcast and short wave.
- 5 Zenith Double Limiter—double check on outside noise.
- 6 Zenith Between Stations Silencer—quiet—even between stations.
- 7 Zenith Discriminator—on ingenious watchman. Lets F.M. in—keeps objectionable interferences OUT!
- 8 Zenith Special Pantomimic High Fidelity Speaker—made to reproduce as many as 15,000 cycles high fidelity.
- 9 Zenith Super-Efficient Television Tubes—have hundred percent greater amplification than usual tubes.
- 10 Greater Sensitivity—again on F.M. as shown on All Zenith.
- 11 Tuned Circuits—Temperature and Humidity Compensated.
- 12 Zenith Cylinder Construction F.M. Manual Tuning—difficult to describe but improved immensely and simplifies F.M. tuning.
- 13 All F.M. Parts Spring and Rubber Floated.
- 14 Beautiful F.M. Cabinets Acoustically Designed—Plus Radiorgan and dozens of other Regular famous Zenith features.
- 15 Exclusive Radiorgan Tone Color Control.

ZENITH SUPERIORITY BASED ON F. M. BROADCAST AND RECEIVER RESEARCH

Zenith has pioneered FM Broadcasting in the Chicago area. For well over a year the Zenith FM transmitter has been on the air daily, permitting exhaustive research and experimentation in all phases of FM transmission and reception. All the good things derived from this intensive groundwork are yours in the new Zenith FM-AM receivers.

SEE YOUR ZENITH DISTRIBUTOR TODAY!

ZENITH
•LONG DISTANCE•
RADIO

MADE BY AMERICA'S OLDEST MANUFACTURER OF FINE HOME RADIOS

A NEW ALL-TIME HIGH
41,923
NEW 1941 SETS SHIPPED IN 1 DAY!
 53 CARLOADS... positive proof that Emerson for 1941 has what every dealer needs for big business.

Emerson

40%

MINIMUM DISCOUNT ON ALL MODELS

(except two crowd-stepping price leaders)

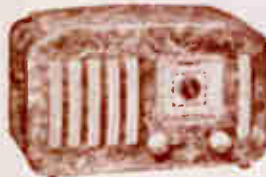
Prices slightly higher in South and West



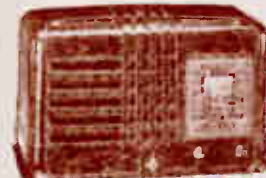
24 Table Models \$9.95 - \$39.95



MODEL 336. Superheterodyne, Super-Loop, Beam Power Output, Dynamic Speaker, Automatic Volume Control \$9.95



MODEL 375. Beautifully designed. Available in Mexican, Brazilian, Red or Blue Onyx Plastic Cabinets. Super-Loop \$17.95

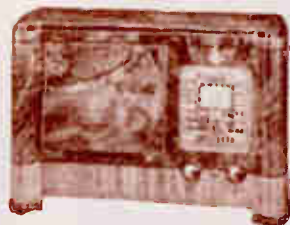


MODEL 343. Super-Loop Day and Night Foreign American Short Wave Bands, Tone Control, Beam Power Output 6, Dynamic Speaker \$19.95

7 Console Radios \$49.95 - \$99.95

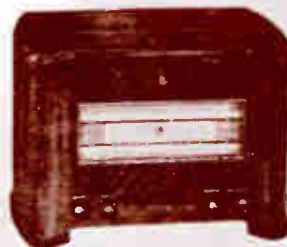


MODEL 368. Super-Loop, Foreign-American Short Wave, Automatic Tuning, Beam Power 5-Watts Output, Tone Control, 12" Speaker, Hand-Rubbed Walnut . . . \$49.95



Model 352. AMERICAN and FOREIGN. De Luxe Cabinet of Selected Hand-Rubbed Walnut 6" Speaker \$32.95

2 High-Fidelity Radios \$59.95 - \$199.95



Model 365. HIGH FIDELITY . . . 20 WATTS OUTPUT. 8 tubes plus Electron Ray Tuning, AC Superheterodyne with 8" heavy duty Electrodynamic Speaker, Super-Loop, 12" condenser, Tone and Volume Control, Inductances on Dial, Super-sensitive Control, External Antenna, De Luxe Walnut Cabinet. The finest in tone reproduction . . . \$59.95



EMERSON QUALITY TUBES. Factory tested, Mechanically and electrically perfect. Designed to improve radio reception from basic standpoints of sensitivity, selectivity and tone.

EMERSON RADIO AND PHONOGRAPH CORPORATION • 111 Eighth Avenue, New York, N. Y.

for 1941 WITH *Miracle Tone*

77 GREAT MODELS

The greatest line-up in radio history . . .
DEALER advantages never before offered
. . . the biggest national and cooperative
campaign ever—EMERSON is YOUR best
proposition for 1940-41! Get ALL of the
facts from your EMERSON distributor now.



Model 372. HIGH FIDELITY Automatic Phonoradio. 20 Watts Output, 8-tube AC—plus Electron Ray Tuning, 12" heavy-duty Speaker, Georgian Period Cabinet. **\$199.95**

NEW 1941 FEATURE!

EVERY Emerson HAS IMPROVED—INCLUDED
SUPER-LOOP
FOR GREATER SENSITIVITY AND PORTABILITY

No Outside Wires—Plug In And Play

- 14 "3-Way" Portables . . . \$19.95—\$39.95
- 2 Personal Portables . . . \$19.95



Model 380—"PERSONAL" PORTABLE . . . Pocket-size—weighs less than 1/2 pound. Amazing power and sensitivity. Unique power hook-up and B-Battery Saver Switch increases life three-fold. 4 Tubes. 4" Speaker. **\$19.95 complete.**



Model 385. "3-WAY" PORTABLE— plays on own power and AC or DC. 6 Tubes. 6 1/2" Speaker. Smartly styled Aerobach Cabinet. **\$29.95 complete.**

- 3 Console Phonoradios . . . \$99.95—\$199.95
- 2 Record Players . . . \$19.95—\$29.95



Model 370. AUTO-MATIC PHONORADIO, 12 Watts Output. Super-Loop. 8 Tubes plus Electron Ray Tuning Range 15 to 555 meters. Automatic Tuning. Hand-Rubbed Walnut. **\$129.95**



Model 382. PORTABLE PHONORADIO. Super-Loop. Beam Power Output. Self-Starting Constant Speed Motor. Plays 12" records with lid closed **\$29.95**

- 12 Table Phonoradios . . . \$24.95—\$59.95
- 3 Recording Phonoradios \$69.95—\$149.95



Model 384. PHONORADIO RECORDER. 6 Tube AC plus Electron Ray Level Indicator. Beam Power 5 Watts Output. Super-Loop. 6 1/2" Speaker. Plays all size records **\$69.95 complete.**



Model 383. PHONORADIO. Super-Loop. Beam Power Output 8" P.M. Speaker. De Luxe Walnut Cabinet. Plays 12" records with lid closed **\$49.95**

EMERSON RADIO AND PHONOGRAPH CORPORATION • 111 Eighth Avenue, New York, N. Y.

AGAIN MORE NEW MODELS BY

Farnsworth



Model CT-74. The latest radio "queen" that is beautiful with its carrying handle. A radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



Model CT-75. The beautiful radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.

**EVERY MODEL
A STAR PERFORMER
BRILLIANTLY STYLED
NEW PLASTICS — NEW WOODS**

New Farnsworths Bristle with Sales Opportunities

Keep ahead of the 1942 parade with Farnsworth. Remember, just recently Farnsworth offered two new 1942 portables that made dealers cash registers develop hot boxes. Next came three new battery-operated table models. Now, ahead of the growing procession come eight brand-new 5 tube and 6 tube AC-DC table models. Beauties! Mahogany and Ivory plastics, and also lustrous wood cabinets. Quality, variety, style, band spread tuning and vastly improved performance... at prices to fit every customer's budget.

Customers will be looking for these new sales-winners at their Farnsworth dealers. With radio interest at an all-time peak, now is the time to cash in with the newest in radios. Call up your distributor today — or wire, write or telephone Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



A beautiful portable radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



A beautiful portable radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



A beautiful portable radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



Model CT-76. The beautiful radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



Model CT-77. A beautiful radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



A beautiful portable radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



Model CT-78. A beautiful radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.



Model CT-79. A beautiful radio that is both beautiful and practical. It is a radio that is both beautiful and practical. It is a radio that is both beautiful and practical.

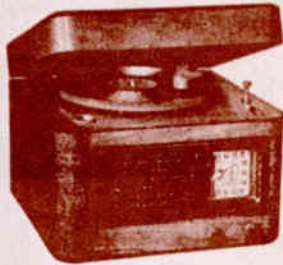
FARNSWORTH

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

1921 "20 YEARS OF PROGRESS" 1941

BRILLIANT, SALES-STIMULATING 1941 MODELS . . . FINEST LINE IN DEWALD'S 20 YEARS OF PROGRESS! These are but a few models in the widely varied, star-studded 1941 DeWald line. For faster turnover, bigger profits, more repeat business with more satisfied customers . . .

STOCK, FEATURE, PUSH DEWALD RADIOS AND COMBINATIONS!



"SUPER SIX" RADIO-PHONO COMBINATION

New, smart-looking, top grade performance. Expensive features at a low price!

MODEL NO. 669
LIST: \$24.95



3-WAY PORTABLE

Versatile, compact, splendid tone, streamlined luggage construction.

MODEL NO. 565
LIST: \$24.95

THE DEWALD "JEWEL"

5 supremely gorgeous superbet receivers in jewel-like catalin cabinets that resemble precious stones . . . and have as much appeal! Real value: remarkable reception.

MODEL NO. 562
LIST: \$19.95



3-BAND, AC-DC SUPERHET RECEIVER

Remarkable value! Full band spread tuning; tuned RF stage on all bands. Striking design.

MODEL NO. 670
LIST: \$33.50



DELUXE AC 3-BAND RECEIVER

7 high-efficiency tubes; band-spread tuning; tuned RF stage on all bands. REAL VALUE!

MODEL No. 708 . . . LIST: \$39.95



"COMPANIONETTE" PERSONALIZED RADIO

Perfect performance; beautiful and serviceable; smart simulated cowhide case with saddle stitching.

MODEL NO. 564 . . . LIST: \$19.95

Write TODAY for catalog
and full details.

DEWALD RADIO MANUFACTURING CORP.
436-440 LAFAYETTE STREET, NEW YORK CITY

DE W A L D

1941

*Nationally advertised to
33,500,000 Christmas Readers*

IN THE GREATEST CHRISTMAS PROMOTION
IN GENERAL ELECTRIC RADIO HISTORY



*For the Practical Person
with a Sentimental Side!*

GET SET FOR TREMENDOUS G-E
RADIO CHRISTMAS BUSINESS

This season General Electric Radio dealers will share in a bumper crop of Christmas sales.

G-E MEANS BUSINESS! Here's convincing proof. A gigantic concentrated barrage of G-E Christmas advertising in ten leading magazines will reach 33,500,000 readers. Every ad in full color—smashing 4-color spreads—sales-compelling 4-color pages. Can you afford—can any radio dealer afford not to line up—and stock up—with G-E Radio, NOW!

Get in touch with your G-E Radio distributor without delay.

GENERAL  ELECTRIC

**G-E LEADS WITH THESE
SALES-MAKING FEATURES:**

- **THE G-E BEAM-A-SCOPE**
No aerial—no ground wires. Reduces local static interference.
- **KEYBOARD TOUCH TUNING**
Easy. Accurate. Lightning Fast! Your program at the touch of a key.
- **G-E TIME TUNING**
Pick your programs on five different stations for 24 hours ahead—the G-E Automatic Program Pre-Selector does the rest. No re-tuning. No re-dialing.



RADIO

**TODAY
SMART SALESMEN
SAY:**



**THE RADIO THAT
MAKES IT FUN TO
STAY AT HOME AND
SAVE YOUR MONEY***



MODEL LFC-1228 with FM

Full-size automatic record changer. Motor stops at completion of last record. Glass door on turntable scope reveals FM. Standard Broadcasts and Foreign short wave, dual antenna. Dynamic speaker with identical tone chamber. Thrilling new design. 12 tubes including rectifier. Finished mahogany-veneer cabinet.



MODEL LC-758

Automatic record changer with light-weight tone arm. Built-in beam-scope receiver. Standard Broadcasts and Foreign Short-wave. Outstanding tuning with direct pull control settings. Dynamic speaker. Broad-band R.F. stage with Hi Mu tube. Cabinet finished in mahogany-veneer.



MODEL LC-619

Automatic record changer with light-weight tone arm. Built-in beam-scope receiver. Standard Broadcasts and Foreign Short-wave. Outstanding tuning with direct pull control settings. Dynamic speaker. Broad-band R.F. stage with Hi Mu tube. Cabinet including rectifier. Cabinet in mahogany-veneer.



MODEL LC-648

Automatic record changer with light-weight tone arm. Built-in beam-scope receiver. Standard Broadcasts and Foreign Short-wave. Outstanding tuning with direct pull control settings. Dynamic speaker. Broad-band R.F. stage with Hi Mu tube. Cabinet including rectifier. Cabinet in mahogany-veneer.



MODEL LC-638

Plays 10-inch or 12-inch records with lid closed. Built-in beam-scope receiver. Standard Broadcasts. Dynamic speaker. Broad-band R.F. stage. Cabinet including rectifier. American walnut veneer cabinet.

MODEL LC-658

Table radio-phonograph with automatic record changer. Long life. Plauschl speaker. Built-in beam-scope receiver. Standard Broadcasts. Mirrored glass illuminated dial. Cabinet including rectifier. Cabinet in mahogany-veneer.



ARVIN

Radios

TO RETAIL FOR

\$6.95
TO \$29.95

Fast-Selling

NEW Model 422

\$6.95

Brown finish

MODEL 422A, IVORY FINISH

\$7.95



IT'S A 4-TUBE SUPERHET!

1 Compact but powerful 4-tube AC-DC superhet. Sells so fast every radio dealer needs it. Attractive unbreakable cabinet. Attached aerial. One-year service guarantee from factory to user.

2 Thousands of dealers have taken on Arvins to supplement their other lines. Why? Because low list prices, good discounts, exceptional performance and eye-appeal all contribute to fast turnover and attractive net profits on Arvins.

Arvins are going big. There are 16 hot numbers in the 1941 line—backed by a responsible company that sold hundreds of thousands of radios last year. Arvins are quickly obtained from conveniently located jobbers who co-operate with dealers in merchandising these fast-selling radios.

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA
Prices slightly higher in extreme East, South and West.



IT'S THE NEW CATALIN PLASTIC!

2 Most glamorous radio you've seen—in Catalin, the jewel of plastics. 5-tube AC-DC performance matches its jewel-like beauty. Has built-in loop.

MODEL 532A with snap case, snap grille and handle.

\$14.95

MODEL 532 with temporary case, snap grille and handle all same price.

1 MODEL 522A—\$16.95. A 5-tube superhet with snap case, unbreakable cabinet and built-in loop. Model 522 Brown, \$16.95.

2 MODEL 722A—\$19.95. A 4-tube superhet in snap plastic cabinet with built-in loop and carrying handle. Model 722 Ivory, \$19.95.

3 MODEL 622A—\$14.95. A 4-tube 5-tube superhet in snap plastic cabinet with built-in loop. Model 622 Ivory, \$14.95.

4 MODEL 632—\$17.95. A big 2-tube superhet in solid wood cabinet with built-in loop.

5 MODEL 722—\$24.95. A permanent 2-tube superhet in solid wood cabinet with built-in loop.

FREE This line of radios is available only on order for one each of six Arvin models...but please.

ARVIN - The Fast-selling Low-priced Line Every Dealer Needs

THE BIGGEST NEWS in radio this year is written on the Stewart-Warner discount sheet!

Of course the models are hot. Of course they have the novelty to catch a prospect's eye—the quality and value to clinch the sale. They're radio's biggest dollar's worth for 1940—and yet that's the least of the story.

Because from top to bottom of the line, Stewart-Warner has included a hidden feature others have left out. And that's a *worthwhile gross for you!*

So why let anyone take the difference out of your pocket to get their prices down—when you can sell even the lowest-priced Stewart-Warner and pocket an honest profit for doing it?



MODEL 02-516
The "Fireside" — A handsome, handy armchair model with magazine shelf, available in walnut or maple. AC-DC superhet with 7-tube performance, A.V.C., built-in antenna. Price . . . at a profit for you!



For Music On The Move!
COMPANION MODEL 02-411

Keeps the radio world at your finger tips anywhere! Self-powered superhet with low drain tubes. A.V.C. button lock antenna dust proof P.M. dynamic speaker. Controls are fully covered for protection. Luggage-type waterproof covering on case. Price . . . at a profit for you!



MODEL 03-5C1
Wrap-around type cabinet in solid walnut with grill and ends of base shaded. AC-DC superhet with 7-tube performance, A.V.C., built-in antenna. Covers both police bands. Price . . . at a profit for you!



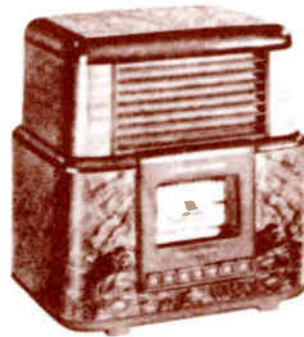
MODEL 07-514
Wrap-around cabinet in rich striped and stamp walnut and maple inlay. Powerful AC-DC superhet with 7-tube performance, A.V.C., beam power audio system. Price . . . at a profit for you!



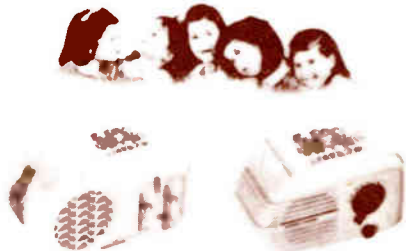
MODEL 01-509
Radio-phonograph with 7-tube performance, genuine superhet with built-in antenna, beam power audio, television sound channel, A.V.C., tone control, 2 police bands. Offset crystal pick-up. Price . . . at a profit for you!

AGAIN STEWART-WARNER SETS THE PACE IN PLASTICS

You've seen one scoop after another come from Stewart-Warner designers. Here are some of the new models that combine utterly new sales appeal with an honest profit for the dealer.



Now! A Plastic With The Rich Beauty Of Coastwest Woods
MODEL 03-5E1
Styled in the modern manner, molded in plastic then enrobed with an exact reproduction of coast west wood and sliced walnut. All AM superhet with 7-tube performance. Magic Keyboard Automatic Tuning A.V.C. built-in antenna, phonograph connection, television sound channel. Price . . . at a profit for you!



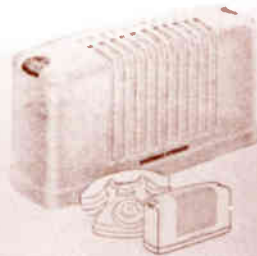
Exclusive With Stewart-Warner! Bonnie Quints Radios!
MODEL 07-5B30

Intricate, official pictures of the Bonnie Quintslets on top and end of molded cabinet make a sure bet of this 7-tube performance AC-DC superhet with 4 station keyboard tuning, A.V.C., and built-in antenna. Price . . . at a profit for you!

MODEL 07-5130

The Quints in official pose also decorate the top of this beautifully styled plastic with its AC-DC superhet 7-tube performance, built-in antenna, lighted pointer dial and beam power audio system. Price . . . at a profit for you!

The Air Pal is also available as a Quints model.
*Stewart-Warner Corporation exclusive license on radio.



AIR PAL — The Mighty Mite Of Radio!

Actually smaller than a phone! Goes from room to room in the palm of your hand — or tucks into a corner of your traveling bag. Operates on AC or DC with no hot cord — gives 6-tube performance — has built-in antenna, genuine superhet circuit with 2-condenser gang, A.V.C., and genuine dynamic speaker. Sprayed ivory with recessed control knobs. Also available in Walnut. Price . . . at a profit for you!

STEWART WARNER

STEWART-WARNER CORPORATION, CHICAGO, ILLINOIS

Magic Keyboard Radios—Sav-A-Step Electric Refrigerators and Ranges



Ready For Your Market—When Television Is!
MODEL T-1210

A 26-tube sound-and-television receiver with 12-inch video tube, and viewing mirror inside cabinet top. High-fidelity audio receiver. Magic Keyboard automatic tuning of both television and regular broadcasts. An outstanding receiver — ready for your market when television comes. Price . . . at a profit for you!

Big "SURPRISE PACKAGE"

NEVER BEFORE A TWO BAND
AT THIS SENSATIONAL

\$9.95

5 TUBE AC-DC
with AEROSCOPE
Model 44-J5 Ebony Plastic
Model 45-J5 Ivory Finish

Admiral

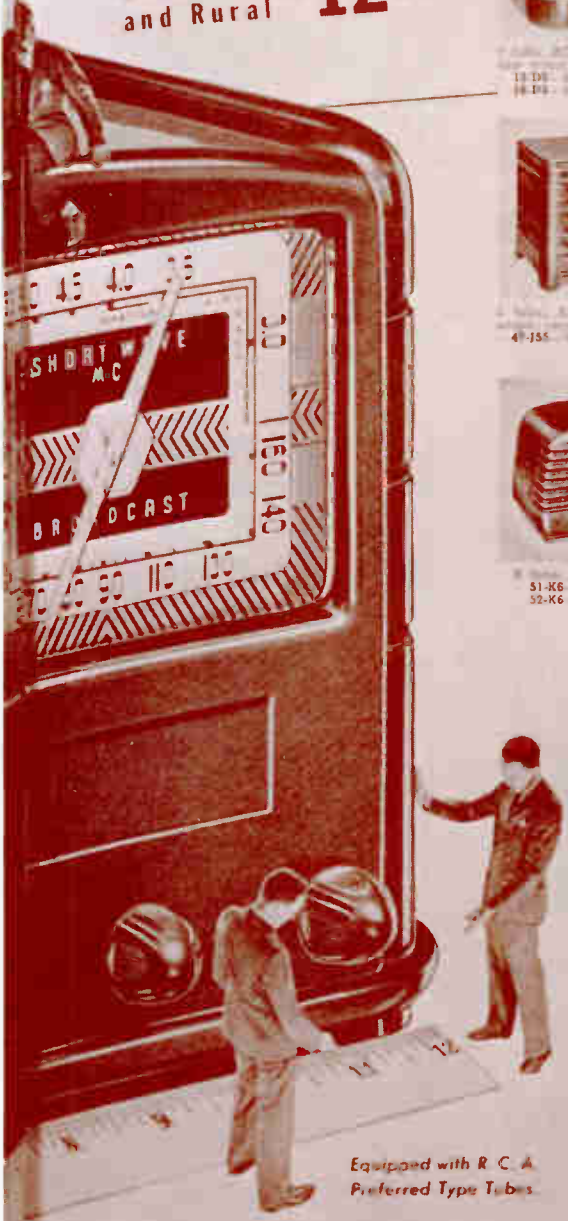
CONTI

1941

TOPS Admiral '41 LINE!

AND PLASTIC
L PRICE!!

West, South and Rural \$1295



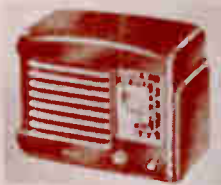
Equipped with R. C. A. Preferred Type Tubes.

See Your Jobber for Full Details

GENERAL RADIO & TELEVISION CORP.
3049 W. CORTLAND STREET, CHICAGO, ILL.
Export Office: 116 Broad Street, N. Y.



47-J55



49-J6



51-K6



47-J55



49-J6



51-K6



51-K6



55-A7



55-A7



58-A77



63-A11



54-K155



58-A77



58-A11



58-A11



RCA CONSOLE COMBINATION, model 422, is an 8-tube superhet receiving American and foreign reception. Incorporates new automatic record changer which plays twelve 10-inch and ten 12-inch records. Cabinet of molded veneer is available in mahogany and walnut.



RCA CONSOLE COMBINATION, model 422, has automatic record changer with Tandem Tone Arm. Plays both sides of double-faced records without turning them over. Nine-tube superhet receives American and foreign reception on 3 bands. Two built-in antennas. Chip-pancake style cabinet with record storage department. RCA Mfg. Co., Camden, N. J.



SONORA PLASTIC COMPACT RADIO, "Sho-linear" model, available in ivory, walnut or pastel-green measures 10 1/2 long, 6 1/2 deep, and 7 inches high. A 5-tube ac-dc receiver tunes the standard broadcast band. Sonora Radio & Tele. Corp., 2625 West Washington Blvd., Chicago, Ill.

OLYMPIC 3-WAY PORTABLE, model 97-51, operates on ac-dc or batteries. Housed in British-tan simulated leather with contrasting panel tan inside panel, a closed-front cabinet with slide-in door, lock and key. Has 5 tubes, 5-inch speaker, and receives standard broadcast band. Measures 13 1/4 wide, 8 1/2 high and 5 1/2 inches deep. List price \$29.95. Hamilton Radio Corp., 142-146 West 25 St., New York, N. Y.



MAGNAVOX FM RECEIVER is a complete 10-tube receiver with the new tuning indicator. A track of control in the cabinet is provided for the operation of this FM receiver. With these instruments, the FM receiver may be installed at the factory during assembly of the instrument, or it may be installed by the dealer at a later date. For instruments which do not have space provided for the FM receiver, a second cabinet of Georgian design has been created to hold it.

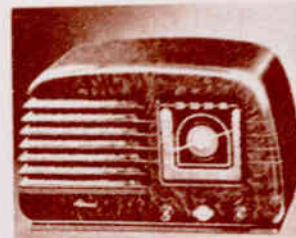


MAGNAVOX RECORD CABINET, model 76, is the companion piece to the Regency Console combination. Available in genuine mahogany or genuine American walnut and it sells for \$45.00. Magnavox Co., Ft. Wayne, Ind.



MOTOROLA 3A5 PERSONAL PORTABLE radio, "P" design, operates on ac-dc or battery. Weighs 6 lbs. Employs 5 tubes (including rectifier). Tuning range covers 550 to 1600 kc. Line cord can be tucked away inside case when not in use. Set turns on when front cover is opened. Maroon finished metal with chrome trim measures 6 1/2 long, 4 1/2 high, 5 1/2 inches deep. Also available in Model A-1, battery operated only, list price \$19.95. Galvin Mfg. Co., 4545 Augusta Blvd., Chicago, Ill.

New



ADMIRAL 1942 FARM RADIO, model 51-22, is a 5-tube 110 volt "A5" battery superhet. Can be converted to a 5-tube 110 volt ac-dc set by the addition of one 117Z4GT tube. Modern style mahogany bakelite cabinet measures 13 1/2 wide, 8 high and 7 inches deep. Tunes standard broadcast band. Eastern list price \$18.95.



ADMIRAL BAKELITE PORTABLE radio, model 74-PS, operates on ac-dc and battery. Five-tube receiver tunes standard broadcast band. Modern styled mahogany bakelite case measures 11 1/2 wide, 8 1/2 high, 6 1/2 inches deep. Approximate shipping weight is 13 1/2 lbs. Eastern list price \$19.95. Continental Radio & Tele. Corp., 3800 Cortland St., Chicago, Ill.



PHILCO 3-WAY PORTABLE radio, model 854-T, provides for short wave reception in addition to the standard American broadcast band. Cabinet finished with solid walnut has roll-top beaver-graining panel that can be opened or closed. Features non-inducing converter tube and two i-F stages. Tube circuit new simulated cork dial with foreign stations to be named by countries or cities. Philco Radio & Tele. Corp., Philadelphia, Pa.

Products . . .



SENTINEL TABLETYPE radio, model 249-1, a 6-tube including rectifier, superhet, with 5-inch speaker tunes 540 to 1720 kc. The ivory plastic measures 12 wide, 8 high, and 8 1/2 inches deep. List price \$19.95. Also available in walnut plastic for \$16.95. Sentinel Radio Corp., 2020 Ridge Blvd., Evanston, Ill.



EMERSON 3-WAY PORTABLE radio, 1942 model 422, operates on a.c. or battery. Housed in two-tone simulated leather with tan front and dark tan frame. Six-tube superhet features 3-gang tuning condenser, and tunes standard American broadcasts. List price \$19.95, complete.

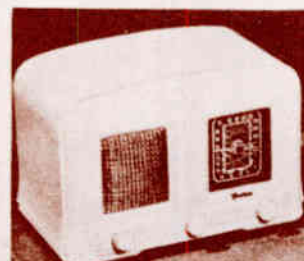


EMERSON PHONORADIO, model 421, tunes standard American broadcasts. Six-tube ac receiver. Cabinet finished in two-tone walnut. Phonograph is equipped with crystal pick-up and plays all size records including 12-inch with lid closed. List price \$29.95. Ac-dc operation. \$39.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.

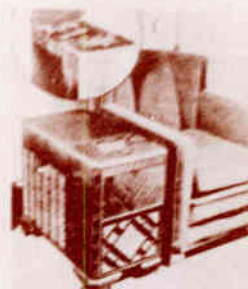
WESTINGHOUSE 1942 PORTABLE radio "Carnegie" type, "WR-51K" operates on a.c. or battery. Uses 4 tubes on line power and 3 tubes on battery. Features the "Jovoni" antenna, and 5-inch speaker. Housed in washable brown and ivory airplane luggage fabric with darker contrasting striped lattice. Measures 12 1/2 wide, 8 1/2 high and 5 1/2 inches deep. Westinghouse Radio Headquarters, 150 Marck St., New York, N. Y.



ELECTROMATIC TABLE TYPE radio, model 24, is especially designed for world-wide coverage which is obtained by broad of the short wave band from 12 to 48 meters. Housed in an ivory plastic, model 24, has 4 tubes, and covers two bands. Electromatic Distributors, Inc., 88 University Pl., New York, N. Y.



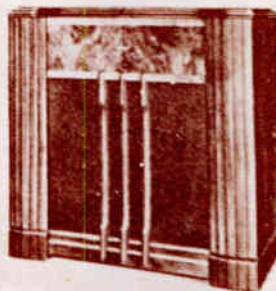
DETROLA 3-WAY PORTABLE radio, model 381, has 5 tubes and operates on a.c. or battery. Tunes 530 to 1400 kc. Compact, wood cabinet with covering of aeroplane cloth of neutral color. Measures 7 1/2 high, 11 wide and 5 inches deep. Weights 12 lbs. List price \$18.95. Detrola Corp., 1501 Beard Ave., Detroit, Mich.



HOWARD CHAIRSIDE COMBINATION radio, automatic phonograph, and recorder provides space for storing records. Seven-tube superhet tunes 2 bands, standard broadcast and foreign short wave. Record changer plays twelve 10-inch or ten 12-inch records. Cabinet available in walnut, mahogany, or blonde mahogany finish. Has 12 inch speaker and Astatic crystal microphone. Howard Radio Co., 1736 Belmont Ave., Chicago, Ill.



MITCHELL LAMP-RADIO combination, new "Lumitone" table-type, is of cream colored bakelite with a gold base in which the radio dial is mounted. Shade is of celanese tulle with gold piping trim. The radio has 5 tubes and full size electro-dynamic speaker. Complete band coverage. List price \$22.95. Mitchell Mfg. Co., 1599 Dayton St., Chicago, Ill.



CROSLLEY RECORDOLA, model 26AZ, console combination radio-phonograph and recording complete with table type microphone, automatic record player, public address system. Eight-tube superhet with 10-inch speaker receives broadcasts from 550 to 18,000 kc. Uses 3-gang tuning condenser. Crosley Corp., 3401 Colerain Ave., Cincinnati, Ohio.



EMERSON RADIOLA TABLE TYPE model 2122. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.



EMERSON TABLE TYPE model 2123. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.

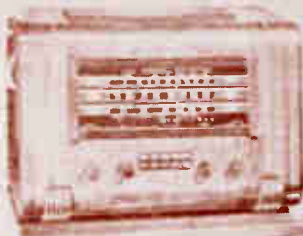


MOTOROLA CONSOLE COMBINATION radiola and automatic phonograph model 2121. Has the new pull-out "Roll-A-Way" drawer for the phonograph mechanism. The drawer goes up and out of the console chassis at the nearest touch due to its "Faster Touch" ball-bearing guides. Features 2 bands, standard and foreign, and is equipped with 4 pushbuttons.

MOTOROLA TABLE TYPE model 2124. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.



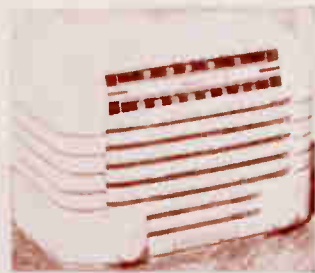
G-E TABLE TYPE model 2125. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.



G-E CONSOLE model 2126. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.



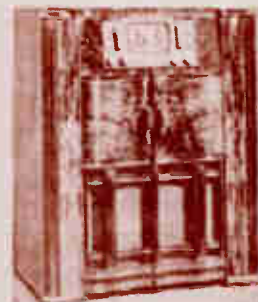
New



ADMIRAL COMPACT model 2126. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.



ADMIRAL AUTOMATIC RECORD CHANGER with 3 tube amplifier has self-starting 110 v. 60 cycle ac motor. Model 2127-A1 illustrated, plays twelve 10 inch and ten 12 inch records. Wind-up cabinet measures 16" wide, 10 1/2" high, 5 1/2 inches deep. Equipped with Admiral's famous needle. List price \$27.95.



ADMIRAL CONSOLE COMBINATION model 2128-A1. Features 4 tubes, variable AC, 5 tubes, variable AC, 2-phonograph, variable speed, variable tone, 2 speakers, 20" wide, 10" high, and 10" deep. List price \$17.95.

Products...

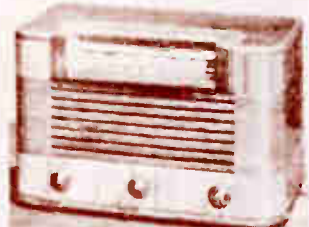


PILOT TP 32 This superheterodyne radio is housed in a rugged carrying case. Features 6 tubes, 11 stations, 2 bands, and 8 inch speaker. Also has 12 inch records. List price \$29.95. Pilot Radio Corp., 2100 N. 5th St., Chicago, N. Y.

RADIOLA 515 This new Radiola 515 is a superheterodyne radio with 11 stations, 2 bands, and 8 inch speaker. Also has 12 inch records. List price \$29.95. Radiola Corp., 1700 N. 5th St., Chicago, N. Y.



G E J 501W This new portable radio has 11 stations, 2 bands, and 8 inch speaker. Also has 12 inch records. List price \$29.95. General Electric Co., Radio Dept., Schenectady, N. Y.



SENTINEL 238-V This new Sentinel 238-V is a superheterodyne radio with 11 stations, 2 bands, and 8 inch speaker. Also has 12 inch records. List price \$29.95. Sentinel Radio Corp., 1700 N. 5th St., Chicago, N. Y.



PHILCO 844-T A portable radio with 11 stations, 2 bands, and 8 inch speaker. Also has 12 inch records. List price \$29.95. Philco Radio & Tele. Corp., Phila., Pa.



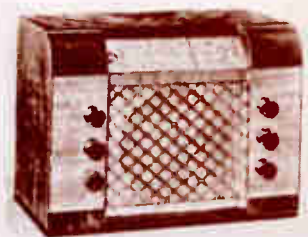
FREED-EISEMANN This is a Hepplewhite cabinet radio model FM 52. This 6 tube radio makes available FM and regular broadcasting together with an automatic phonograph playing 8 and 12 inch records. Comes in mahogany or walnut. Freed Radio Corp., 39 West 49 St., New York, N. Y.



WESTINGHOUSE WR 12x7 This table type radio is a superheterodyne with 2 bands, 6 pushbuttons, and 5 inch speaker. Eastern list price \$29.95. Westinghouse Radio Headquarters, 150 Varco St., New York, N. Y.



PHILCO 625-P The most beautiful sounding table phonograph ever built for \$29.95. This new model makes the introduction of the first stage of superheterodyne combination for sale for less than \$30.00. Includes the automatic record changer that plays for 12 inch or ten 7 1/2 inch records. Has 7 tubes. Comes standard broadcast. American and foreign tube sale agents, Philco Radio & Tele. Corp., Phila., Pa.

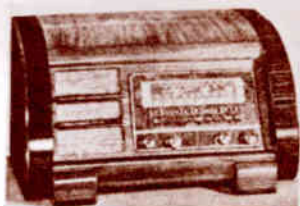


HOWARD 780 A home receiver designed especially for DX sound and short wave listeners. Tunes from 13 to 555 meters (540 to 72 m.). Includes a band expander that spreads closely grouped stations far apart for easy tuning. Available in 8 or 10 tube models. Features 8 inch speaker, eye angle dial, 17 stage on 41 bands. Howard Radio Co., 1731 Belmont Ave., Chicago, Ill.



FARNSWORTH BK-87 An 10th Century radio that the 20th Century is a radio-phonograph combination. Has 5 tubes and two battery trays. List price \$29.95. Includes 12 inch speaker. Phonograph plays automatically for ten 12 inch or ten 7 1/2 inch records. Provides for a record album compartment. Farnsworth Tele. & Radio Corp., Ft. Wayne, Indiana.

Products...



PHILCO FM TABLE MODEL receives the standard FM and short wave bands. Has 3 tubes. Two built-in antennas. Equipped with 9 pushbuttons for station tuning and band switching. Any button turns radio on. Improved electro-dynamic 6-inch speaker. Cabinet of sliced and solid walnut woods measures 11½ high, 20 wide, and 13 inches deep. Model 355-T, illustrated, lists for \$27.50.



PHILCO FM CONSOLE COMBINATION, model 1013, has the charm of Hepplewhite mahogany design in plain or buff walnut veneers. Plays ten 12-inch or twelve 10-inch records automatically. Separate built-in FM aerial. Push-button operation for 5 stations. Covers three tuning bands. Philco Radio & Television Corp., Philadelphia, Pa.

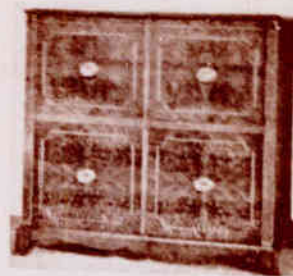


EMERSON PORTABLE ELECTRIC PHONO-GRAF, model 434, with 3 tube amplifying power unit has 4½ inch speaker, self-starting constant speed motor. Finished cabinet in polished redwood saddle-calf simulated leather measures 7 high, 13½ wide, 15½ inches deep. Plays 45 records including 12-inch with lid closed. List price \$34.95. Emerson Radio & Phonograph Co., 111 Eighth Ave., New York, N. Y.

MOTOROLA SERIES Sixty uses a beautiful two-tone leather effect covered cabinet, decorated with gold plating and lined with ivory knobs, "disappearing" handle and ivory louvre grilles. Three different cabinet color combinations, mahogany and ivory, green and ivory, and brown and tan are available. Five-tube ac-dc superhet radio. Measures 10¼ wide, 8½ high, and 5¼ inches deep.



MOTOROLA TABLE-TYPE radio in ivory finished cabinet measures 13½ wide, 8¼ high and 7 inches deep. Model Sixty, illustrated, has 5 tubes, large electro-dynamic speaker and built-in "Aero-Vane" loop antenna. Galvin Mfg. Co., 4545 Augusta Blvd., Chicago, Illinois.



STROMBERG-CARLSON FM CONSOLE COMBINATION is known as the "Autograph Model" has an automatic record changer. Model 735 PL, illustrated, receives FM, AM and short wave bands. Has 14 tubes, 10½-inch speaker, two built-in antennas. Plays 12 or 12-inch records. Has pushbutton tuning with automatic range shift on 8 stations, either AM or FM. Walnut Hepplewhite cabinet measures 38 high, 37½ wide, and 17 7/8 inches deep. List price \$140.00. Stromberg-Carlson Tel. Mfg. Co., 100 Carlton Rd., Rochester, N. Y.



WILCOX-GAY CONSOLE COMBINATION, model A111, in modern design is a 9-tube set on straight AM broadcast but including the new FM tuning unit, as illustrated. Has automatic record changer. Provides space for albums. Has 12-inch speaker. Features the fill-front tuning panel. Wilcox-Gay Corp., Charlotte, Mich.

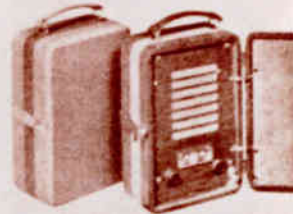
PILOT CONTINENTAL, model, radio-phonograph combination with automatic record changer covers the broadcast, shortwave and FM bands. Has built-in loop antenna, pushbutton, 45 watt maximum output, lightweight pick-up, two tuned stages of r-f on FM, two speakers, and 17 tubes. Pilot Radio Corp., 3706 34 St., Long Island City, N. Y.



CROSLLEY FM CONSOLE, model 22CB, featuring the "Rainbow of Sound" has 12 tubes including rectifier and 4 double purpose tubes. Receives 4 bands. Service switch gives choice of AM, FM sharp, FM broad, or phonograph. Equipped with 14-inch speaker and 6 pushbuttons for station selection. Has full-view, "Giant Circle" dial, 8 inches in diameter. Cabinet measures 41½ high, 30 wide, and 13½ inches deep. The Crosley Corp., 340 Colerain Ave., Cincinnati, Ohio.



EMERSON 2-WAY portable radio, model 424, plays on a.c. or battery. Six-tube superhet with 3-gang tuning condenser is housed in simulated leather in attractive color scheme—casket tan with dark tan banding at base. Measures 9 1/2 high, 10 1/2 wide, 5 1/2 inches deep. \$24.95 complete.



GAROD PERSONAL PORTABLE radio, standard model, is a 3-way portable operating on a.c. or battery. This 5-tube receiver is equipped with 4-inch speaker. Measures 8 high, 8 wide, and 4 inches deep. Weighs 3 lbs. Standard model in two-toned brown leatherette, list for \$24.95.

DETROLA PERSONAL PORTABLE 3-way radio operates on a.c. or battery. This 5-tube including one ballast tube, superhet is housed in tan marble finish, trimmed in grained Detrola to match. Measures 4 1/2 wide, 8 1/2 high, and 4 inches deep. Weighs approximately 4 lbs. Illustrated model 378, \$19.95 complete.



EMERSON PORTABLE PHONORADIO, model No. 382 is a 5-tube ac superheterodyne. Tunes standard American broadcasts and police. Contains 5-inch speaker. Plays all size records up to and including 12-inch with lid closed. Simulated leather portable case finished in rich two-toned brown. Price \$29.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.



GAROD AUTOMATIC COMBINATION radio and phonograph, model 711P, is housed in walnut veneer, period design cabinet. Radio has 7 tubes with push-pull audio system, and is equipped with speaker. Phonograph plays 10 and 12-inch records interchangeably. List price \$49.95. Garod Radio Corp., 70 Washington St., Brooklyn, N. Y.



DETROLA COMPACT COMBINATION radio and automatic phonograph, model 384, is a 5-tube superhet tuning standard broadcast bands. Phonograph plays 10 and 12-inch records. Walnut veneer cabinet with grille overlays measures 12 high, 18 wide, and 14 inches deep. List price \$44.95. Detrola Corp., 1501 Beard Ave., Detroit, Mich.



FADA PERSONAL PORTABLE radio, model C34, is a 3-way receiver operating on a.c. or battery. Has 5 tubes and covers American broadcast. Contains 4-inch speaker. Measures 9 high, 8 wide and 4 inches deep. Weighs 6 lbs. Housed in a black leatherette case. Set complete with batteries, \$19.95. Fada Radio & Electric Co., Inc., 32-20 Thomson Ave., Long Island City, N. Y.



ANSLEY OXFORD DYNAPHONE is an 8-tube combination radio and automatic phonograph tuning short-wave and standard broadcast bands. Plays ten 12-inch or twelve 10-inch records. Mahogany cabinet with front panel of feathered crotch veneers and legs of solid mahogany. Measures 28 x 17 1/2 x 16 1/2 inches. The instrument panel is located in the top-lower-simulated drawer; the top opens to give access to the record changer. List price \$129.50, ac operation. Ansley Radio Corp., 4377 Bronx Blvd., New York, N. Y.



ARVIN COMPACT TABLE-TYPE radio, model 422A, measures 6 1/2 wide, 5 1/2 high, and 3 1/2 inches deep. Four-tube, including power rectifier, superheterodyne tubes from \$40 to 1750 kc. List price \$2.95, ivory finish. Also available is model 422, brown finish which lists for \$4.95. Individual suede carrying case with zipper fastener and double strap handles is available for these models at \$1.00. Nubbin-Sparks Industries, Inc., Columbus, Indiana.



1942

MAJOR EVENTS IN HISTORY

1942

Bataan Death March follows Japanese capture of the Philippines.

The first American offensive is launched in the Pacific as Tokyo is bombed by a bomber squad led by Major General Doolittle.

The United States scores an important victory over Japan in Battle of Midway.

Rationing is instituted in the United States.

The Allies land in North Africa and the German advance is stopped at the Battle of El Alamein.

TOP SONGS

White Christmas

Be Careful, It's My Heart

I Left My Heart At The Stage Door Canteen

White Cliffs Of Dover

Sleepy Lagoon

Blues In The Night

Praise The Lord & Pass The Ammunition

TOP BOOKS

The Moon Is Down

John Steinbeck

The Just & The Unjust

James Cozzens

The Robe

Lloyd C. Douglas

TOP PLAYS

Eve Of St. Mark

Rodeo

TOP MOVIES

Mrs. Miniver

Yankee Doodle Dandy

Johnny Eager

Casablanca

Bambi



When the French luxury liner *Normandie* burned and capsized at its New York pier in 1942, NBC reporters were on the spot to bring the story to the nation.

NEW TABLE MODELS

Look at the prices! Check the specifications! We don't believe that you'll find better table model values than these — anywhere!

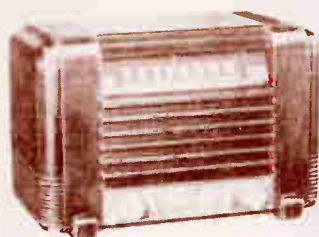
Here is a line that is sure to pace the table model field!

Every model has eye appeal! And every one is a star performer!

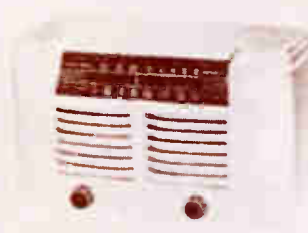
Investigate! Get in touch today with the G. E. Radio distributor, General Electric Company, Bridgeport, Conn.



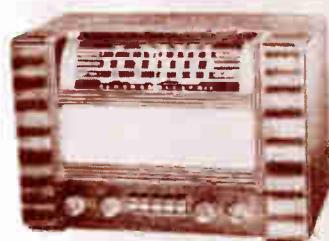
MODEL L-610 — In smartly styled cabinet of ivory plastic. Retails for \$19.95.



MODEL L-604 — In lovely cabinet of two-toned walnut veneers. Retails for \$21.95.



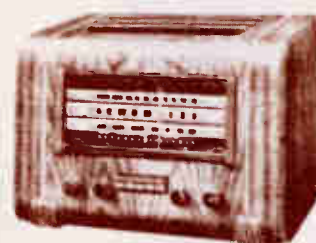
MODEL L-624 — Two-band set with cabinet of sparkling ivory plastic. Retails for \$24.95.



MODEL L-640 — Electric tuning keys. Cabinet of walnut and sycamore wood veneers. Straight A.C. Retails for \$44.95.



MODEL L-633 — Two built-in Beamscopes. Cabinet of beautiful moulded walnut veneers. Hand-rubbed piano finish. Retails for \$59.95.



MODEL L-740 — De Luxe model. Finer tone — more power. Cabinet of walnut and mahogany veneers. Straight A.C. Retails for \$54.95.

*All prices subject to change without notice and may vary in different localities. General Electric Company, Bridgeport, Connecticut.

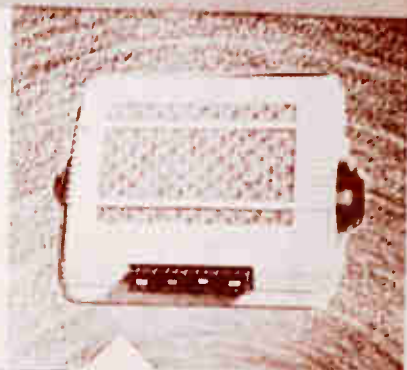
CROSLEY IS DEFINITELY the CHRISTMAS Volume Line!



The VANITY

PUSH BUTTON Radio at the market's lowest price. Knobs on end permit manual tuning also. Brown moulded case permits two playing positions. A volume seller when properly promoted. It has a wide Christmas appeal at its incredibly low price.

\$9.99



Super SEXTETTE

PUSH BUTTON, SUPERHETERODYNE, AC-DC, 6 TUBE (including ballast) with 5-inch dynamic speaker. A real achievement of Crosley engineers. Brown moulded cabinet of walnut finish. Introduces large vertical gold etched dial which is tuned by knob and push buttons are mounted on the top. Also in red and ivory at slightly higher price.

\$14.99



Super VANITY

5-TUBE SUPERHETERODYNE! Astonishing radio reception and volume at an incredibly low price. Push buttons and knob tuning. It, too, has a wide Christmas appeal. It's compact — it's efficient! In ivory it's \$13.99.

\$12.99



The SIXER

6 TUBE, 2 BAND, PUSH BUTTON, SUPERHETERODYNE, the sensational Crosley "Fiver" to which engineers have added another tube, developed more efficiency and housed in a beautifully moulded brown modern plastic cabinet. It is the season's sensation if sales are any indication. In red and ivory at slightly higher prices than brown, which is

\$19.99



*Prices F. O. B. Cincinnati (subject to change).

TABLE MODELS, \$8.99 to \$39.95
CONSOLE MODELS, \$49.95 to \$99.50
COMBINATION MODELS (Phonograph and Radio), \$24.95 to \$59.98

YOU'RE There WITH A

CROSLEY

THE CROSLEY RADIO CORPORATION, CINCINNATI

POWEL CROSLEY, Jr., President

Home of WLW — "the Nation's Station"

The TROUPER

5 TUBE (including ballast) AC-DC with beam power output and electro-dynamic speaker. Brown plastic case. Illuminated dial. Requires no ground. Easily carried when travelling. Only 8 inches long. Sensitive and sharp and surprising in resonant volume — truly a mighty mite of radio. In Ivory at \$9.99.

\$8.99

PORTABLE *Promotion*

New 3-WAY Models

These radios from Radio Shack will be on the buttons!



WONDER



GAMMA

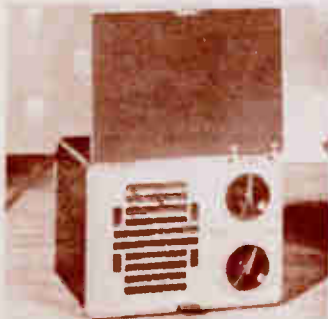
DIETROIA

STY



SENTINEL

247.9

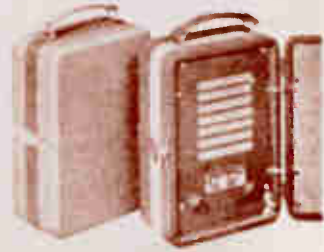


MOTOROLA



MAX

TAWALD



WY

WARD

19.25



ADMIRAL



DEBIE

FARNWORTH

CT-69

FADA

C-34



PAGE 17

New Radios



PHILCO 380X, an 8-tube console radio with built-in aerial system. Electric push button operation—9 buttons. Concert Grand balanced field electro-dynamic speaker. A.V.C. Covers standard American broadcasts, day and night American and foreign shortwave, state and city police calls, aircraft, ship and amateur stations. Walnut cabinet. Philco Corp., Tioga & C Sts., Philadelphia, Pa.—RRT.



ZENITH SHORTWAVE PORTABLE radio which operates on self-contained battery pack or 110 v. AC-DC, is equipped with coupled movable Wavemagnets, one for standard reception and the second to pick up shortwave signals. There are 9 bands, standard and 16, 19, 25, 31 and 49 meters. Automatic time band buttons clearly identified show the band they put into operation and the best period of the day for use. Contains a logging chart on the front cover lid. Radiorgan tone feature. Zenith Radio Corp., 600¹/₂ Dickens Ave., Chicago, Ill.—RRT.

set. Has A.V.C. and variable tone control. Tunes 535 to 1720 kc. 5 1/2 in. dynamic speaker. PT-208 for AC operation only. PTU208 for AC-DC. Fada Radio & Elec. Co., Inc., 30-20 Thomson Ave., L. I. City, N. Y.—RRT.



STROMBERG-CARLSON ENGLISH REGENCY NO. 535-PR, in genuine mahogany, has 3 bands, standard, shortwave and FM. Full-floating labyrinth speaker system with caprine leather speaker. Tuning eye, built-in loop. Built-in shortwave and FM antenna. Permanent point pickup, automatic record changer plays and shifts 10 and 12 in. records. Generous album space. Stromberg-Carlson Tel. Mfg. Co., 190 Carlson Rd., Rochester, N. Y.—RRT.



RCA VICTOR MODEL 36X is similar to the Super Six instrument in a wood cabinet. It has 6 tubes, AC-DC, 2-point high-frequency tone control and extra large built-in Magic Loop antenna. Spread-vision dial. RCA Mfg. Co., Front & Cooper Sts., Camden, N. J.—RRT.



EMERSON TABLE RADIO, an AC short-wave radio set, model 455. It is a 6-tube superhet with 3 bands—daytime and nighttime foreign and American short-wave bands. Tuning range from 13 to 555 meters. Lighted full-vision slide rule dial in 3-dimensional calibrations. R.F. amplifier, 4 tuning controls, large electro-dynamic speaker. "Sta-Sent" Ingraham cabinet of walnut. Emerson Radio & Phono. Corp., 111 8th Ave., New York, N. Y.—RRT.



MOTOROLA VITA-TONE 6-tube AC-DC superhet with broad band RF amplifier stage. Self-contained "Aero-Vane" loop aerial. Features 3-dimension Vita-Tone. Cabinet is walnut veneer of "Dial-over-Speaker" design. Simulated carving overlays on each side of the speaker grille. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—RRT.



CROSLLEY MODEL 52TA, 5-tube AC-DC superhet table radio features super-field electro dynamic speaker and beam power output. Has a Magna Loop antenna. Large full-view dial. Tunes 550 to 1600 kc. Walnut cabinet. Crosley Corp., 1329 Arlington St., Cincinnati, Ohio.—RRT.



FADA TABLE COMBO, model PT-208 radio-phonograph with Fa-da-scope built-in loop antenna, plays 10 or 12 in. records fully enclosed. Deluxe walnut wood cabinet houses the 5 tube superheterodyne



SONORA FARM RADIO, a 4-tube, 1.4 volt superhet table model, tunes 535-1720 kc. to cover the standard broadcast band and 1712 kc. police channel. Clock-type dial, 6 in. speaker, A.V.C. Walnut cabinet. Sonora Radio & Telev. Corp., 325 N. Hayne Ave., Chicago, Ill.—RRT.

COMBINATIONS

Complicate Disc Storage Problem



GENERAL ELECTRIC 1-678



ADMIRAL 1895 \$49.95



SOVIRA 919-180 \$19.95



CROSLY 1847 \$24.95



SILCO 601P \$29.95



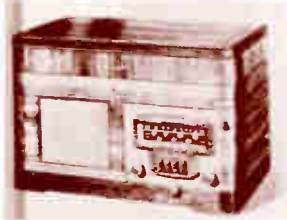
RCA VICTROLA V-101 \$39.95 F.O.B.



EMERSON 382 \$29.95



MOTOROLA 68PRC \$49.95



HINSWORTH BK-69



STEWART WARNER 5V9



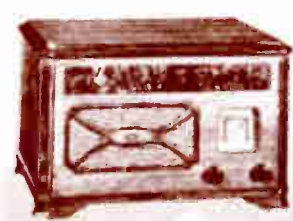
MAGNAVOX 31F \$79.50



DEWALD 869 \$14.95



HOWARD 307 TP \$54.95



BELMONT 533D



ANSLEY D10-A \$84.50



AUTOMATIC 141 \$22.95

IA PL67 \$49.95

PILOT TX42 \$99.50

MAJESTIC TP221-A \$34.95

AIR KING 4129 \$19.95



England

By W. CARL DORF



VARIETY of Makes and Models

TYPICAL FM RECEIVERS—(1) Zenith 12H670 (2) Crosley 22CP (3) Ansley Coventry (4) Howard 71RXFMA (5) Stromberg Carlson "Autograph" (6) Musaphonic "Regency" (7) General Electric LFC1228 (8) Wilcox-Gay A114 (9) Meissner (converter) (10) Brunswick 299FM (11) Farnsworth CK1112 (12) Philharmonic "Regency" (13) Pilot T301 (14) Fried Isemann "Aristocrat" (15) Motorola 17FM41 (16) Philco 3501 (17) Sentinel 270FM (converter) (18) Espey (chassis)



1942

FLYING Radios



LEAR



SENTINEL

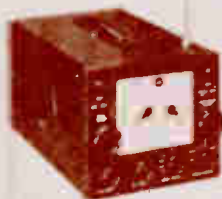


RCA

LETCHILL CARLSON

RME

MALICRAFTERS



PORTABLE RADIO industry designed especially for the business and flying the airplane pilot. These have particularly strong plastic plate flying cases in which the case is open to another. Radio tubes have never been installed.

Low impedance in airplane flying radio sets for pilots. Has top for antenna, and portable case system with a top cover resembling ground-mounted broadcast antenna similar to the typical luggage with carrying and so.

RCA has just brought out a new model high tubes CAA weather radio with large antenna and top cover, signal and strong and broadcast programs as well. Selling at \$24.95 per station. Model AIR-100 works in no way but in fact it is made by a plane's antenna. Has a rubber-mounted antenna, four screws, a battery, and so.

Sentinel radio set, Model 228 P, tuning from 40 to 410 and from 510 to 1520 kc for both plate and four waves, offers the excellent battery unit at \$44.95 for with batteries. Both are beam signal clear, head phone, etc.

Sentinel Carbon copies in Model 821, straight battery tube receiver tuning from 195 to 808 kc, equipped with a metal case insuring complete shielding. Set is \$34.95 complete with batteries and headphones.

RME makes portable straight battery receiver model ME-14M, tuning from 180 to 4100 kc. in three bands, selling for \$47.40 net with out batteries.

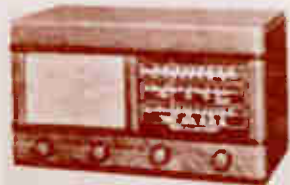
MALICRAFTERS has just modified its famous model 828, selling the modification 829A. Tuning from 180 to 400 kc. and from 840 to 1518 mc. in four steps.

New



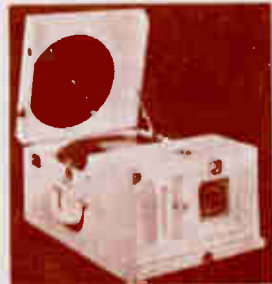
SONORA

SONORA (Model 228) is a portable receiver with speaker in a carrying case. The radio is made in a carrying case with a carrying handle and a carrying case. Selling at \$44.95 per station. Has a rubber-mounted antenna, four screws, a battery, and so.



ANDREA

ANDREA (Model 228) is a portable receiver with speaker in a carrying case. The radio is made in a carrying case with a carrying handle and a carrying case. Selling at \$44.95 per station. Has a rubber-mounted antenna, four screws, a battery, and so.



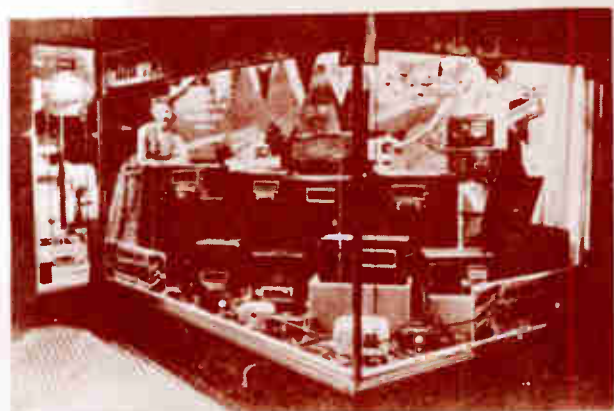
PORT-O-MATIC

PORT-O-MATIC (Model 228) is a portable receiver with speaker in a carrying case. The radio is made in a carrying case with a carrying handle and a carrying case. Selling at \$44.95 per station. Has a rubber-mounted antenna, four screws, a battery, and so.



ESOTERIC—Pinned on Lewis features of personal type radios. Models with addresses to sets. Handy. They attract shoppers in Southern Ill., Chicago.

MORE Windows



GIRLIE SHOW—Comparts and cosmetics show up well in this window of McEwen Home Utilities, Madison Park, Ill. Cute outfits add character.

RECORD SALE—Painted on display case and scattered throughout the window, the low low record prices get attention to radios on display at Walltown, New York.



New



EMERSON 403—Combination table and portable. Features 100% American construction. 5000 ohm output and 100% efficiency. 12 inch. Includes 11 inch 100-gramm. table model with special home wire coil. \$19.95. Also available in model No. 403 ACDC. Sales: American Radio and Supply, Mt. Vernon, N.Y.



ADMIRAL 71-46—Covers table combination and the ordinary table. Features 100% American construction. 5000 ohm output and 100% efficiency. 12 inch. Includes 11 inch 100-gramm. table model with special home wire coil. \$19.95. Also available in model No. 71-46 ACDC. Sales: American Radio and Supply, Mt. Vernon, N.Y.



ADMIRAL 181—Recent cabinet specialty designed to function with Admiral 1000 model with phonograph. Features 100% American construction. 5000 ohm output and 100% efficiency. 12 inch. Includes 11 inch 100-gramm. table model with special home wire coil. \$19.95. Also available in model No. 181 ACDC. Sales: American Radio and Supply, Mt. Vernon, N.Y.

Atwater-Kent

(Philadelphia)

A. Atwater Kent started his company in 1920 by making radio components for home assembly. In the following year the company increased its business by producing a total of fifty-three different models. These receivers were distinguished by their famous Red Lion cabinets, among the finest in the industry. The company relied on low keyed ads directed primarily at more affluent and sophisticated customers, but in 1932 Atwater Kent closed down, declaring that it would not compete by producing inferior equipment.

Emerson

(Jersey City, N.J.)

Founded in 1923 by Max and Benjamin Abrams, the company at first made a rather small dent in the industry. By 1932, at the height of the depression, the Abrams brothers reasoned that the time had arrived for the production of a small, very low priced set. They selected a radio cabinet styled like a clock and began by using components made by other companies. Their first small midget receivers sold for only \$25.00 complete and so popular were they that it took nearly a year for the company to catch up with orders. The effect of Emerson's "Midget" radios was to reduce the price of receivers considerably. By 1941 the sale of midget radios accounted for 80% of the total number of receivers sold. Prices continued to drop with Emerson leading the way. Their all time low price was \$6.95 for a set in 1939. Now almost everyone could afford to have a radio. From first to last Emerson was the radio of choice of those with limited incomes.

Motorola

(Chicago)

This company began as the Galvin Manufacturing Corp. in 1928, selling eliminators to various establishments. But profit margins were low and by an accidental observation of the attempted installation of a radio in an automobile, Paul Galvin realized the potential profits of producing a practical auto radio. After much hard work and experimentation a practical car radio was made. At first acceptance of the new receiver was slow in coming, but by 1941 the demand for auto radios reached 2.5 million with Motorola supplying the greatest share in addition to their line of regular home receivers.

Philco

(Philadelphia)

Early models of the Philco Company were not particularly distinguished, but they did put out fourteen models in their first year of production. They continued to produce various models each year and, by designing for the public's taste, using aggressive marketing techniques and employing clever advertising, were able to reach sales levels equal to those of the top companies in the country.

Zenith

(Chicago)

This company started in 1918 with the production of components for radio hams. The company name came from the call letters of their amateur station 9ZN. The company itself eventually was formed in 1923 under the direction of Eugene F. McDonald, Jr. and in the same year the name Zenith appeared on the receivers for the first time. In 1924 the company produced a portable radio completely enclosed in a small suitcase using small B batteries and three large A cells. In 1927 Zenith offered automatic pushbutton tuning and 1935 they introduced the first of the "airplane" dials which became an identifiable characteristic of Zenith sets. Zenith radios were usually easy to operate, large and somewhat ostentatious. Although their prices were not low, the coming of the depression forced them to manufacture smaller sets and even to introduce plastic cabinets. Zenith's motto was "The quality goes in before the name goes on."

FADA

(Long Island City, N.Y.)

F.A.D. Andrea, Inc. was founded in 1920 by Frank Andrea. FADA was a New York company which was geared primarily to lower middle class customers. Although FADA, like most companies produced many different models and types of radios, the receiver which undoubtedly is most well known and most collectible is the FADA model 1,000, sometimes known as the Bullet. Made of bakelite, it is distinguished by a round shape on one side, carrying handle on top, and the round dial. Selling for \$12.00 at the time of production, these brightly colored radios command as much as \$700.00 today.

Westinghouse

(Pittsburgh)

This company initiated the first radio station in the nation and the world, KDKA. They made considerable progress in the development of wireless transmitters and receivers for "listener" use. In 1924 the company produced seven models. In 1935 they reached a peak with eighteen models. Westinghouse was one of those radio manufactures that expanded into the production of other electrical appliances.

Stromberg-Carlson

(Rochester, N.Y.)

Often referred to as the "Rolls Royce" of radios, Stromberg-Carlson was noted for producing receivers that were mechanically the result of excellent workmanship. The company was formed in 1894 by two Swedish engineers, Alfred Stromberg and Androv Carlson, initially making telephone equipment. Stromberg-Carlson entered the radio business making small components, but it was not until 1923 that the company began to manufacture radio receivers. They continued increasing radio production, reaching a peak in 1930 with twenty models. From first to last Stromberg-Carlson maintained its standards of excellence.

Crosley

(Cincinnati)

Founded by Powel Crosley, Jr. the company was interested primarily in volume and specialized in the sale of low priced receivers. This did not prevent Crosley from producing more expensive receivers. Sales of Crosley radios peaked in 1929 but kept declining during the 1930's. Crosley radios were distinguished by individual titles and names such as ACE, CHUM, PLAYMATE, BUDDY, PUB, SHOWBOX and others. Crosley diversified into other areas such as refrigerators and appliances, but soon gave up on these and other ventures.

RCA

(New York)

Founded as Radiola in 1919, RCA began by manufacturing and selling sets to amateurs. Later on RCA produced radio sets using components made by Westinghouse and General Electric. It was the first company to publish a catalog advertising a complete line of home receivers called Radio Enters The Home. Early sets included headphones, antenna ground equipment and batteries. Later the number of tubes used in sets was increased and the passage of time brought more powerful receivers with better reception. In 1929 RCA bought out Victor Talking Machine Co. and its famous listening dog trademark becoming RCA Victor, one of the nations largest radio manufacturers.

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