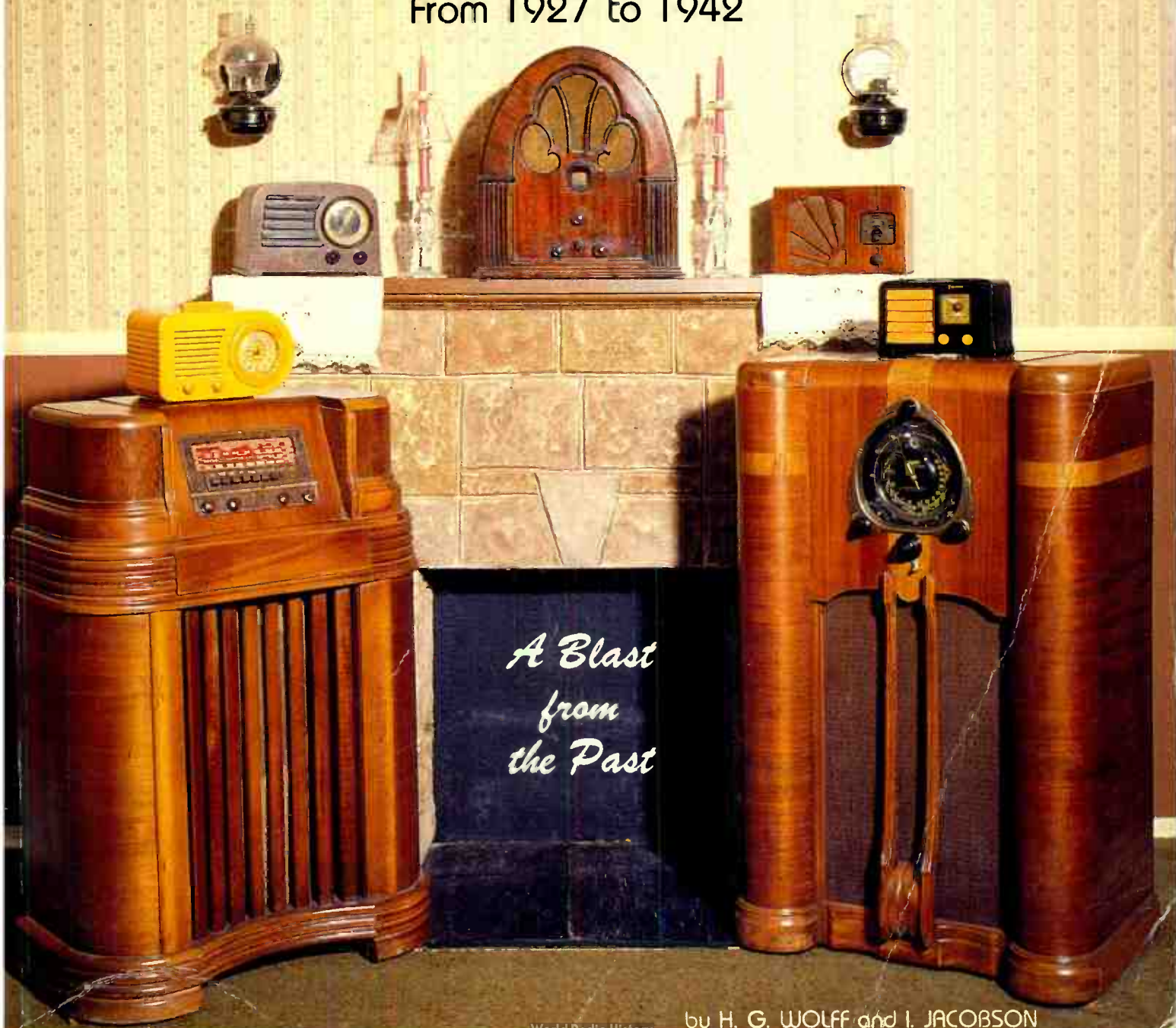


# SOUND OF MUSIC

P R E S E N T S

# RADIO

from 1927 to 1942



*A Blast  
from  
the Past*



**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.

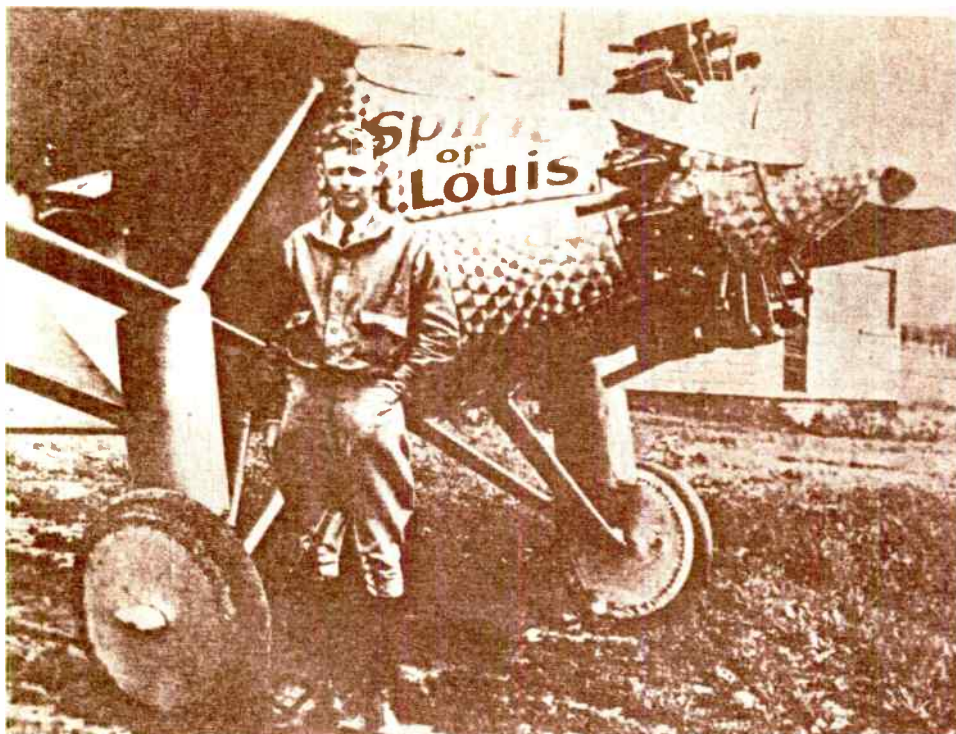
It is important to keep in mind that the prices shown on each picture reflect only the price of these radios at the time they were manufactured and in no way can it be assumed that these prices would prevail today. There are many variables which will determine the cost of these radios today, including 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.

## 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*



Graham McNamee interviews Babe Ruth.

1927

## 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.

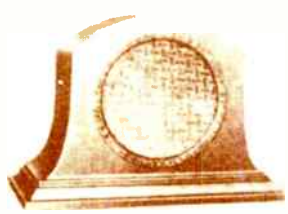
1927



# 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. \$20



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



F. 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



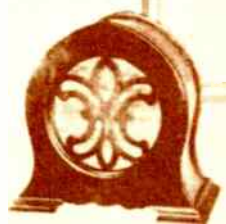
A. H. Grebe & Co., Inc., New York City \$17.50



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



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



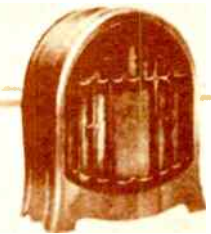
O'Neil Mfg. Corp., West New York, N. J. \$30



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



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

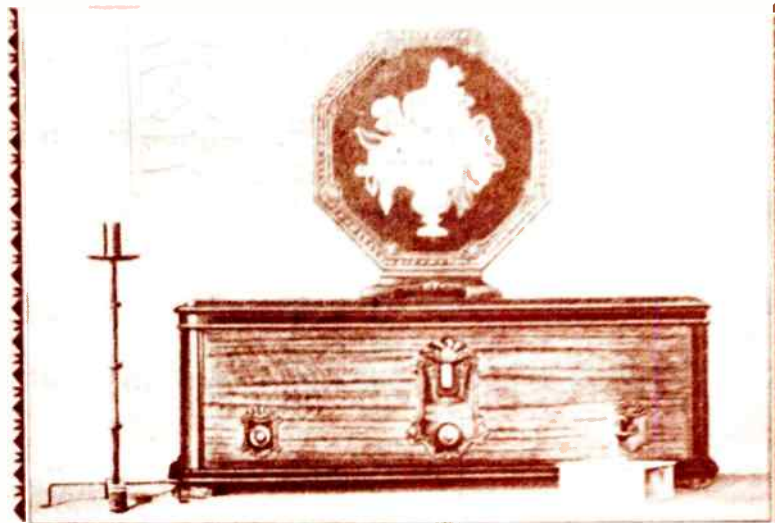


Operadio Mfg. Co., St. Charles, Ill. \$35

# The new Super-Heterodynes sensational new line



This sign marks the trading dealer in every community



**RCA  
Loudspeaker**—The famous RCA is a new design. The speaker made a thing of beauty as well as a radio. Top cost, around \$100. A new improvement that will fit into any corner of the room. \$37.50

**RCA RADIOLA 60**—The famous super heterodyne and on this RCA Super Heterodyne now with the new A C tubes, for simplified house wiring operation. Remarkably faithful reproduction. Ideal for congested broadcasting areas—lights up its fine remote from broadcast stations. Illuminated single dial. Two wood walnut veneered table, about \$175 (less Radiotron)



**RCA RADIOLA 62**—Cabinet model of the new RCA Super Heterodyne. The enclosed Dynamic Speaker is an improved model of the incomparable RCA Reproducer. Superior fidelity of reproduction over the entire musical range never before achieved in radio. Beautiful cabinet of walnut veneer with maple inlays. \$375 (less Radiotron)



**RCA RADIOLA 64**—The latest model of the new RCA Super Heterodyne. Special automatic volume control bringing in weak and strong stations at any desired even degree of volume. Needle meter for accurate tuning. Amazing fidelity of reproduction hitherto unattained in radio. Enclosed in finely finished cabinet of rich design. \$550 (less Radiotron)



**RCA RADIOLA 66**—Custom built cabinet model of the famous RCA Super Heterodyne with RCA Loudspeaker. At the same price this is an unusual radio in the radio market. Operates directly from the house current. \$285 (less Radiotron)

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 drawing room. The cabinet here is of dark American Walnut, trimmed in mahogany with panels of matched Earl Walnut. This set is \$285.00. The six-tube table cabinet is \$210.00. Slightly higher over of Rady Menzies.*

## 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. 310 25th St. and Cottage Grove Ave., Chicago  
Gentlemen: Please send me complete literature and details on your new 6-tube Menod-ion Receiver with True single dial control.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

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



EXHIBITORS' SECTION - R.M.A. TRADE SHOW BOOTH NO. 34

*It Looks Like a \$250 Set*



*And its Performance  
Equals its Appearance*

**T**HERE'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 dial control; accurate tuning chart; and a cabinet that proves beyond argument the wonderful value 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. 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.

Yet it sells for only  
**\$160<sup>00</sup>** without Table

Price  
**\$160<sup>00</sup>**  
*less Table*

FULLY SHIPPED  
**WORK RITE**

THE WORKRITE MFG. CO.

1812 East 30th Street - CLEVELAND, Ohio

Sale Department: THE ZINKE 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 Retelling" informed of new products.



## Six-Tube Shielded Receiver

Radio Retelling, April, 1927

The Langbein-Kaufman Radio Company, 42 Franklin St., New Haven, Conn., has just placed the illustrated "Mikar Junior Six" on the market. This is a six tube shielded radio frequency receiver, with shielded coils, automatic vibrator, and shielded dual beam dial tuning. The circuit is two stages of radio frequency amplification, detector, one transformer and two resistance-coupled audio stages. The cabinet is rugged mahogany and the internal construction is steel, aluminum and bakelite. Intended retail price, \$38.

## Three-Dial Five-Tube Receiver

Radio Retelling, 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 long or short antennas and may be used with either dry-cell or wet batteries. The intended retail price, less accessories, is \$24.



## Cabinet Cone Speaker

Radio Retelling, April, 1927

The Progressive Musical Instrument Corporation, 219 Sixth Avenue, New York, is now in production on the illustrated cabinet speaker. This incorporation a cone speaker operated with American makes of surface drive and spring motor, set of tone chamber. The cabinet is finished in two-tone brown mahogany and is feet of solid in mahogany. The cabinet is 24 1/2 in. high and 14 in. wide and 14 in. deep. The intended retail price is \$22.

## Combination Soundboard, Air-Column and Cone Loud Speaker

Radio Retelling, April, 1927

The Amplion Corporation of America, 240 Madison Ave., New York City, has recently developed the "Amplion Grand," model AC-13. This reproducer is a combination of air-column, cone and soundboard, resulting, according to the manufacturer, in depth of note, 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 sturdily built and richly finished. The overall dimensions are 24 in. high, 23 in. wide, and 15 1/2 in. deep. The intended retail price is \$125, and production is limited.



## Six-Tube Socket Power Receiver

Radio Retelling, April, 1927

The illustrated six-tube one control receiver is made by the Crosley Radio Corporation, 231 Columbia Ave., Cincinnati, O. This model AC-7 has a sliding panel solid mahogany, two-tone cabinet. Operates directly from the electric light circuit, when used with the socket power supply made by the company; 100 type tubes are used in all but the last audio stage, where a 122 type is used. Over-all 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 Retelling, April, 1927

J. P. Cunningham, Inc., New York City, announces the CX-344 Hi-Mu receiving tube. This tube is designed especially to be used with resistance-coupled amplifiers and has a mu of 34. It is a 3-volt, 1 amp tube similar in size and appearance to the ordinary type. It is recommended to be used with a B battery voltage of from 135 to 150. 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 Retelling, April, 1927

The illustrated receiving set is the newest model to be added to the extensive line manufactured by Showers Brothers Co., with executive offices at 914 S. Michigan Blvd., Chicago, Ill. This model contains the regular 100 type tubes—one dial control, six-tube tuned radio frequency, one detector and three stages of audio frequency—and is constructed under the license granted by the U. S. Navy Department. The cabinet styling is inspired around the phonographic style and an attractive grill of mild-steel which is black enameled. It is fitted with a drive-leaf and when desired the chassis may be completely enclosed. Numerous compartments have been allowed for batteries, chargers, etc. This model will retail for less than \$100.





Enduring  
**BEAUTY**  
in RADIO

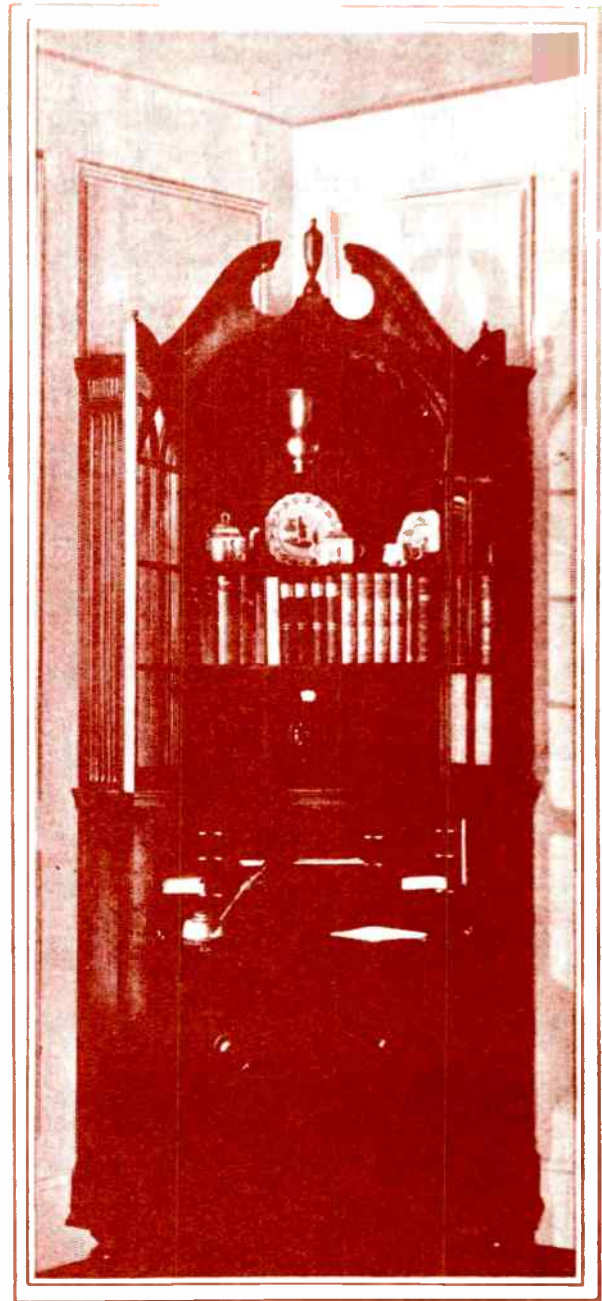
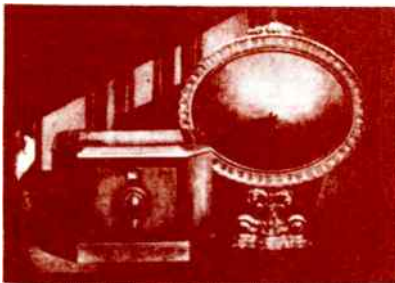
THERE is an opportunity now for dealers to offer, along with a radio receiver that is scientifically correct, a piece of beautiful furniture, handsomely executed, designed to be a permanent addition to the home.

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 ABBEY**—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 WARBURTON**—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-Berblenheim Electrical Company*

NEWARK



NEW JERSEY

1927



# 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.

**I**NCREASING 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 82 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 dealer  
in every com-  
munity

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 Loud-speaker 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 Watsontown 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 themselves. You will have less money tied up in stock.

In our new catalog you will find fine Radio tables to harmonize 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"**



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

**WRITE NOW**  
 for Prices and Our Complete  
 ILLUSTRATED CATALOG

**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

**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.

**F-10** — Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity—long range reception. Rugged all metal construction. Illuminated scale. Perfect volume control. Mahogany cabinet—Tremolite 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



E 10  
E-5 console

**E-10** — Six tubes. Balanced tuned radio frequency. Single control. Illuminated scale. Extra-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.

**D-40**—Five tubes. Balanced tuned radio frequency. Centralized control. Built-in speaker—latest acoustical design. Deep, rich tone quality. Separate 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.



D 40



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. Extremely selective — in a minimum receiving range. Engineered all metal construction. Illuminated scale. Built-in speaker — latest acoustical design. Receiver compartment slides out to install tubes. Genuine mahogany cabinet. Artistically finished and colored wood. Padded lock mahogany. Ample space for all batteries.*

*F-40 — Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity — long range reception. Engineered all metal construction. Illuminated scale. Exceptionally large built-in speaker — latest acoustical design. Genuine mahogany cabinet. Artistically finished and colored wood. Padded lock mahogany. Ample space for all batteries or current supply equipment.*



F 40



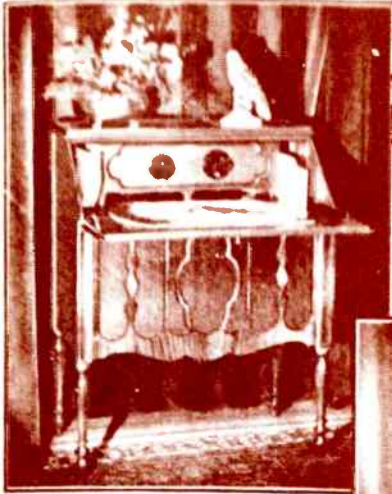
E 45-00

*E-45-00 — Six tubes. Balanced tuned radio frequency. Full operation from light sockets. Single control. Very selective. Built-in speaker. Latest design. Set is completely shielded. Splendid original cabinet design of figured mahogany, with rich coloring of Padded-lock mahogany. Built-in receiver provides utmost in final rendition.*

*F-45-00 — Seven tubes. Loop operated. Balanced tuned radio frequency. Single control. Loop connected in front of cabinet. Built-in speaker. Newest acoustical design. Set is completely shielded. Features of mahogany cabinet design. Splendid appearance accentuated by artistic use of diamond inlaid mahogany with maple and hick accents.*



F 45-00



**Model 33 (Desk)—\$50.00**  
 Including approved built-in Speaker with Atwater Kent Unit  
 With Atwater Kent Receiving Set No. 30 ..... \$109.00  
 With Atwater Kent Receiving Set No. 34 ..... \$119.00



**Model E-50 (Desk)—\$40.00**  
 With Atwater Kent Receiving Set No. 30 and Model E Speaker ..... \$93.00  
 With Atwater Kent Receiving Set No. 34 and Model E Speaker ..... \$103.00



**Model 35 (Desk)—\$45.00**  
 Including approved built-in Speaker with Atwater Kent Unit  
 With Atwater Kent Receiving Set No. 35 ..... \$91.00



**Model 9000—\$90.00**  
 Including approved built-in Speaker with Atwater Kent Unit  
 With Atwater Kent Receiving Set No. 40 ..... \$119.00  
 With Atwater Kent Receiving Set No. 34 ..... \$150.00



**Model 4750—\$47.50**  
 With Atwater Kent Receiving Set No. 30 and Model F Speaker ..... \$130.50  
 With Atwater Kent Receiving Set No. 35 and Model E Speaker ..... \$150.50

**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.

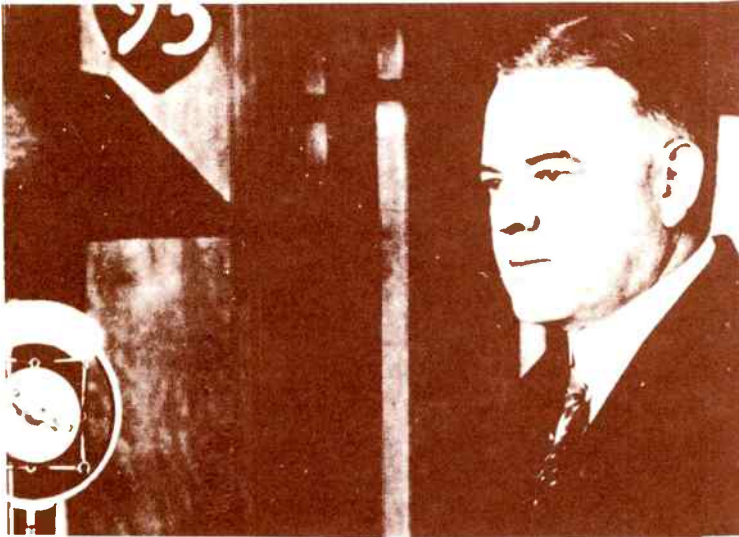
If your Atwater Kent distributor has not yet shown you the latest additions to Red Lion's complete collection of fine desks and consoles for Atwater Kent equipment, get in touch with him at once. The season is well on, and it's the biggest season in Red Lion's history.

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*

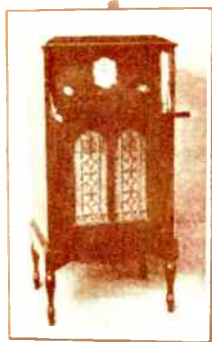
## TOP PLAYS

*Strange Interlude*

*Holiday*

*Marco Millions*

# Manufacturers Are Marketing for 1928



*Plantzehl Radio Co.,  
Waukegan, Ill.*



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



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



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



*Audiola Radio Co.,  
Chicago, Ill.*



*Simplex Radio Co.,  
Sandusky, O.*



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



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



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



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



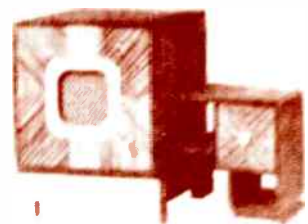
*Standard Radio Co.,  
Worcester, Mass.*



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



# 'ART MODERNE' as Applied to RADIO



(ABOVE, RIGHT)  
Watson and Tall's  
Furniture Co.  
Watson, Pa.



(ABOVE)  
Arborphone Division,  
Consolidated Radio Corp.,  
Ann Arbor, Mich.



(ABOVE)  
Superior Cabinet Co.  
Muskegon, Mich.

(ABOVE)  
Radio Master Corporation,  
Bay City, Mich.



(RIGHT)  
Udell Works,  
28th Street at Barnes Ave.,  
Indianapolis, Ind.



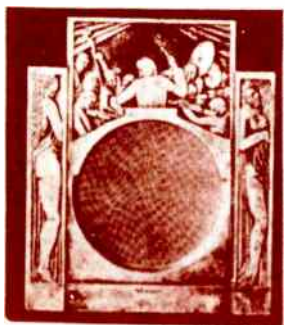
(LEFT)  
I. A. Lund Corporation,  
1018 S. Wabash Avenue  
Chicago, Ill.

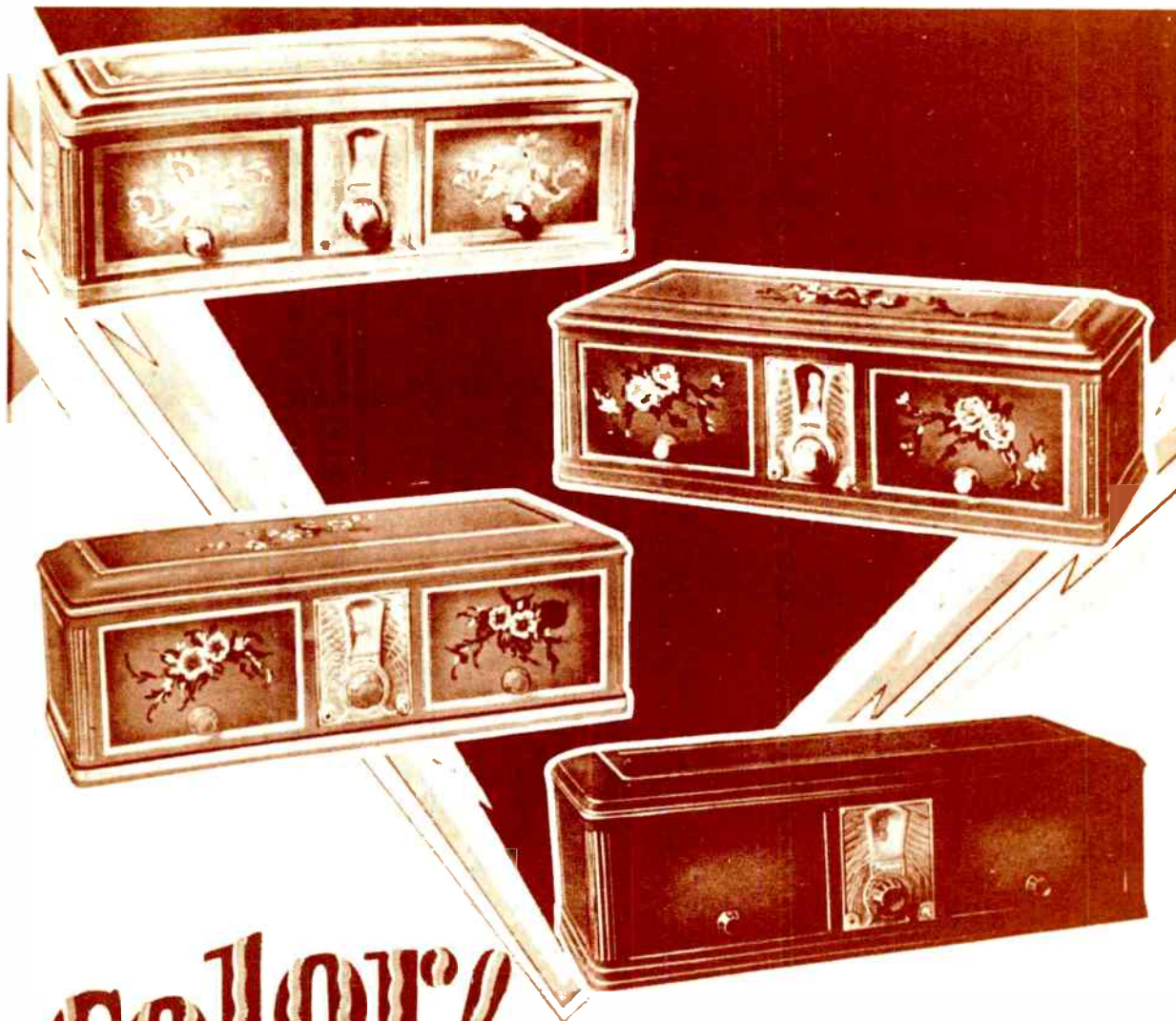
(BELOW)  
Frank Hines Co., Inc.  
55 West 42nd Street,  
New York City, N. Y.

(BELOW)  
Adler Manufacturing Co.,  
Louisville, Ky.



(LEFT)  
Bay View  
Furniture Co.,  
Holland, Michigan





# COLOR!

## VIVID COLOR

### Table Models of Radio Metal Superbly Decorated by Hand

Exquisite 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.

**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 bezel 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 LOW BOY.** This model is an unusually attractive open-face cabinet with Oriental Walnut raised side panels and set back Bird's-eye Maple center panel. Beautiful new and smaller bezel 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. Half doors which are out of the way when the set is in use; matched Oriental Walnut on doors. Butt 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. Framed 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 large to ensure full, round tone.

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

*(Tubes extra. Prices slightly higher in Canada, Rocky Mountain 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 \$58

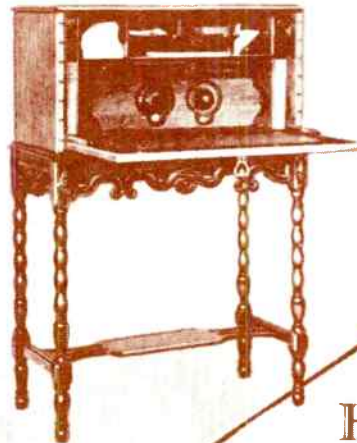
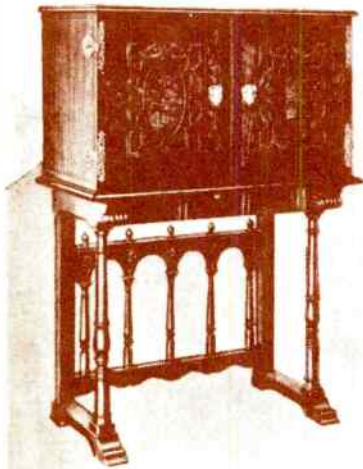


Model 7200

*Console Radio Cabinet*  
Price, without receiving set or speaker \$53

Model 7500

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



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-Cigarette  
De Luxe*

Completely equipped as shown with cut glass, silverware, etc., all specially designed and of highest quality. Humidifier drawer at right of speaker. With equipment but without receiving set or speaker \$430



Model 7900  
*Radio-Phonograph  
De Luxe*

Automatically plays 10 records. All-electric. Plays all lateral cut records. Equipment includes record albums, as shown. Complete with dynamic speaker and power amplifier, but without receiving set \$4150





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

BOOTH  
NO.

# 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



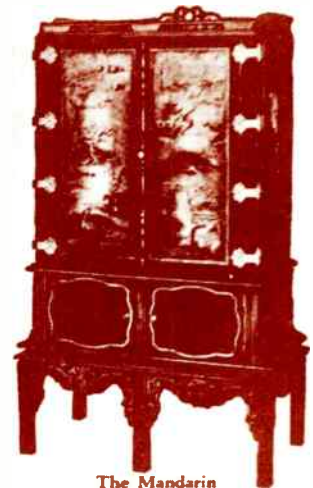
The Oxford

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

*Oxford 80*—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 80*—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 style, the upper section being beautifully finished with hand applied Chinese decorating of the raised type. Lower section is of selected walnut finished in a dark brown tone with a tracery of maple.

*Mandarin 80*—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.

*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 80*—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 Louvain



The Milan

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)

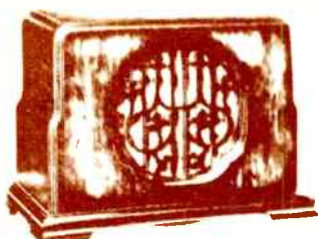
Operating Broadcast Station WGR at Buffalo



# Dynamic Type Reproducers



Radio Corp.,  
New York, N. Y. \$75



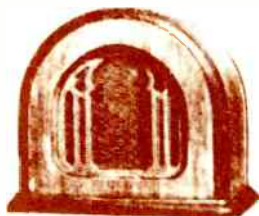
Maguavox Company,  
Oakland, Calif. \$70



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



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



Kohls Company,  
Oakland, Calif. \$75



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



United Mfg. Corp.,  
New York, N. Y. \$60



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



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



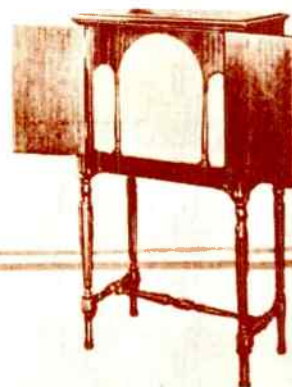
United Radio  
Corp.,  
Rochester,  
N. Y. \$100



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



Maguavox 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.  
\$235



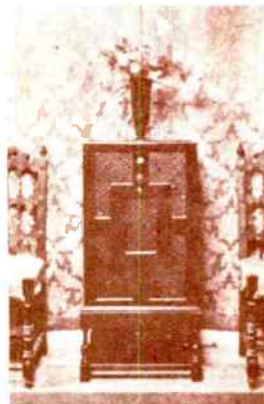
Kolster Radio Corp.,  
Newark, N. J. \$350



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



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



Splendor Radio Corp.,  
Newark, N. J. \$290



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



(LEFT)  
Argus Radio  
Corp.,  
New York,  
N. Y. \$495

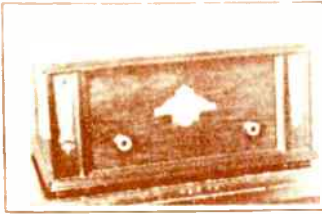


Minerva Radio Co.,  
Chicago, Ill. \$225

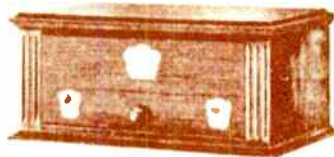


Philadelphia Storage Bldg.  
Philadelphia, Pa. \$275

# Some of the New Types of Sets



Pfanstiehl Radio Co.  
Waukegan, Ill.



Merrett Warner Speedometer Corp., Chicago, Ill.



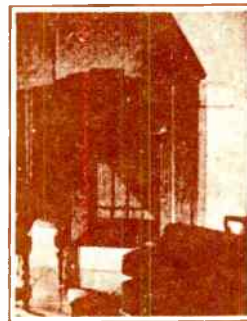
Indola Radio Co.  
Chicago, Ill.



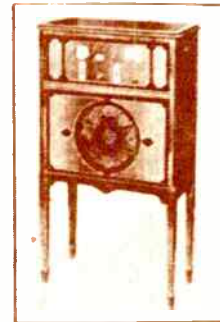
Atwater Kent Mfg. Co.,  
Philadelphia, Pa.



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., \$1375,  
A.C.



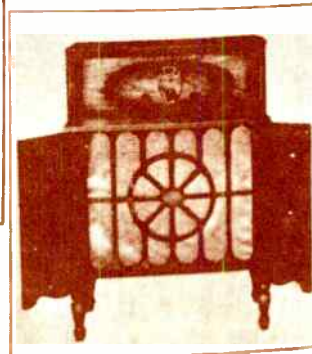
Splitdorf Radio Corp.,  
Newark, N. J.,  
Approx. \$400



Scrivner Labs.,  
Atchison, Kansas, \$150



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



Slagle Radio Co.,  
Fort Wayne, Ind.



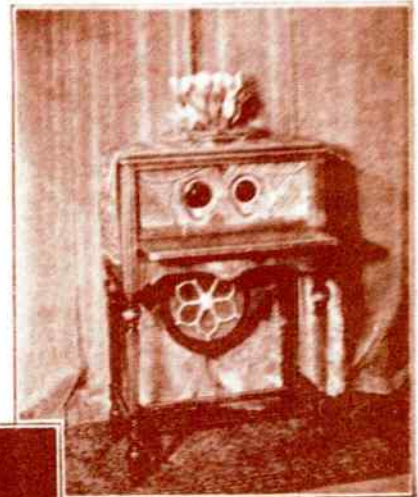
FURNITURE FOR ATWATER KENT RADIOS

and an entirely new line



**Model 121, Secretary**

Finished in Walnut. Cabinet is 29 inches long, 15 inches wide, and 49 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, \$45.



**Model 12, Spinnet (with disappearing speaker open)**

This view shows the speaker as it appears when in use. As the folding shelf in front of the dial board is lowered, the speaker automatically swings down into its operating position. Design Patent.

Finished in Walnut. Cabinet is 25 inches long, 16 inches wide and 36 inches high. For Atwater Kent Sets 40, 42 and 44, and Atwater Kent Speakers. List Price, \$45.



**Model 4500, Console**

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

**Model 30, Console**

Finished in Walnut. Cabinet is 25 inches long, 12 inches wide and 38 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, \$30.



**Model 40, Desk**

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

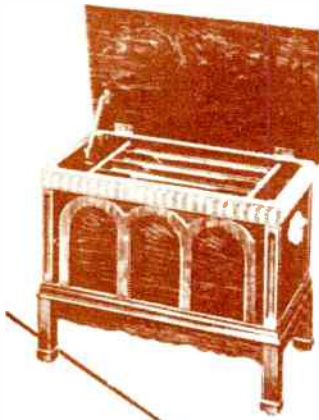


RED LION CABINET COMPANY, RED LION, PENNA.

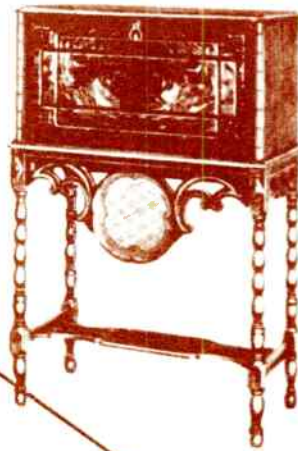


# RADIO CABINETS

for ATWATER KENT RADIO



Model 10  
Record Chest  
Holds six records & gramophone  
Price, without set, \$15.00



Model 7400  
Radio-Desk

Same design as Model 7300, except top opening is 24" wide.  
Price, with desk set and large desk Emitter Unit, including  
cabinet set of speaker \$65.00



Model 7600  
Radio-Phonograph, Spacious  
Chest Style  
Attractive, complete method of  
cabinet set of speaker \$75.00

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."

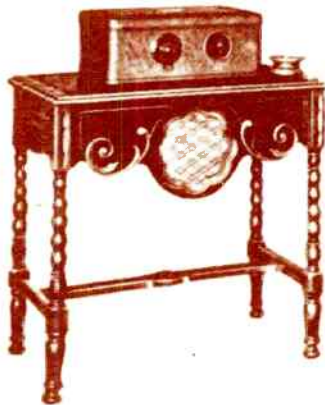
(SIGNED)

*A. Atwater Kent*

## THE POOLEY COMPANY

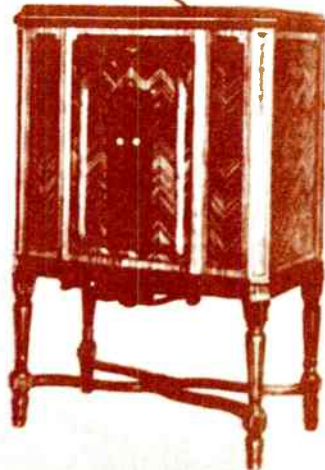
1600 Indiana Avenue  
Philadelphia, U. S. A.

Philadelphia, Pa. -  
The Radio Cabinet  
Manufactured by  
The Pooley Company  
Radio Cabinets are  
manufactured by  
The Pooley Company  
Philadelphia, Pa.



Model 7100  
Console Speaker Table  
Price, without receiving  
set or speaker \$25.00

Model 7700  
Radio Cabinet De Luxe  
Price, without receiving  
set or speaker \$325.00



# New Consoles and Tables



*Iston Cabinet Mfrs.,  
Chicago, Ill.*



*Knob, Ill. Table Chair Co.,  
Knob, Ill., Tenn.*



*Superior Cabinet  
Muskegon*



*Udell Works,  
Indianapolis, Ind.*



*Peterson Co.  
Rockford, Ill.*



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



*Cassell Runyan Co.,  
Huntington Ind.*



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



*Radio Music Corp.  
Bay City, Mich.*

# for the *Next* Season



*Adler Mfg. Co.,  
Louisville, Ky.*



*Excello Products Corp.,  
Cicero, Ill.*



*Wasmuth-Goodrich Co  
Peru, Ind.*



*Excello Products Corp.,  
Cicero, Ill.*



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



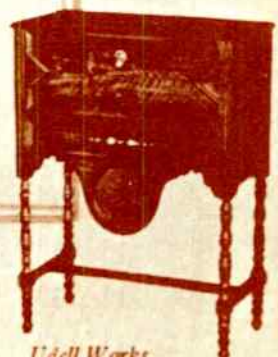
*Superior Cabinet Co.,  
Muskegon, Mich.*



*Adler 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



*Day-Fea Electric Co.,  
Dayton, Ohio, \$200*



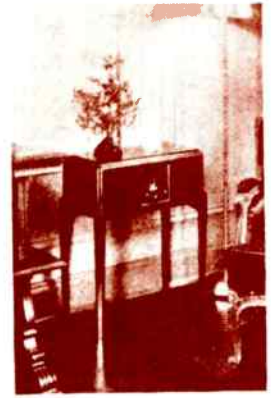
*Bush and Lane Piano Co.,  
Holland, Mich. \$215 complete*



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



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



*National Carbon Co.,  
New York City.*



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



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



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



*Grigsby-Grunow 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 burl walnut console—Operates from A. C. light socket (90-130 volts, 50 to 60 cycles). Model 32Z also available for operation on A. C. lines 90-130 volts—25 to 49 cycles. Yes! It's a neodyne!

1929

# The three most popular loudspeakers

*—each the leader  
in its price class*



RCA LOUDSPEAKER 105—An improved model of the 100A with greater range, and in a very pleasing design. \$37.50



RCA LOUDSPEAKER 106—An Elmin-Dynamic reproducer of amazing range, capacity and tone fidelity. Operates from A. C. house current. \$48



RCA LOUDSPEAKER 106A—Magnificent type of reproducer with a natural tone of remarkable quality. \$59

*This sign marks the leading*



*dealer in every community*

RADIO CORPORATION OF AMERICA · NEW YORK · CHICAGO · ATLANTA · DALLAS · SAN FRANCISCO

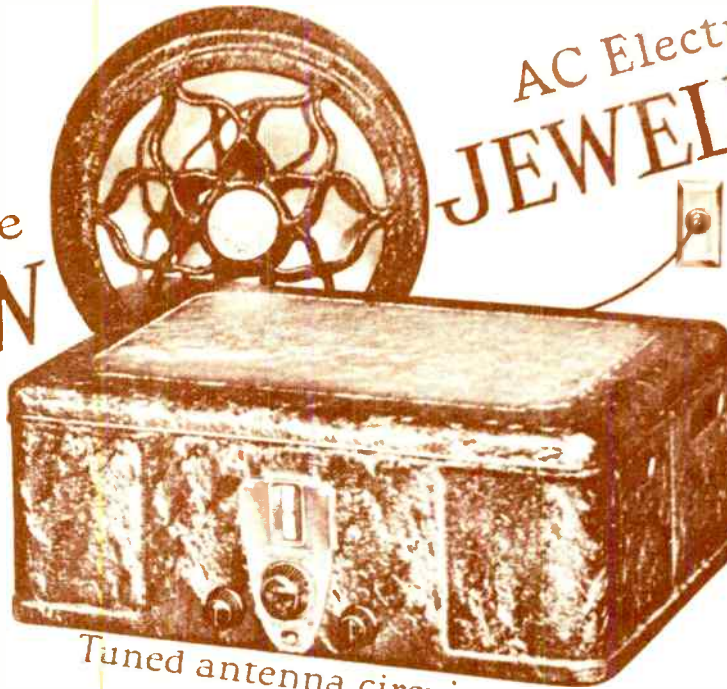
## RCA LOUDSPEAKER

MADE BY THE MAKERS OF THE RADIOLA



8 tube  
**NEW**

uses all  
UY 227  
tubes  
EXCELLENT  
output and  
volume  
control



AC Electric  
**JEWELBOX**

Crosley  
**DYNACONE**  
Electric  
\$25

Tuned antenna circuit

Power detector makes use of plate rectification instead of grid rectification commonly used in radio. Result: 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 output, 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

push pull amplification, Mershon condensers in power supply and genuine neutralizing balancing. Finish is new black wrinkle brushed with white gold—very smart and very little use in any room setting. Sell this great value—be in radio probably in 1929. Be the leading radio dealer in your community with this selling line. Write us for address of nearest Crosley dealer.

**CROSLEY  
RADIO**

These New Chests are in  
3 Optional Colors

The Gemchest and Jewelchest are available in 3 colors—Mahogany, Red, Nanking Green and Mountain Black. The Jewelchest is gold. The design is authentic Chinese Chippendale. The type of chest is particularly smart right now in modern furnishing.

**CROSLEY  
Line for 1929**

**Strongest in the Industry**

1. Lowest price **FIRST CLASS** AC electric radio on the market. The **GEMBOX** at \$45. Unusually sensitive and selective. Genuine electrolytic and speaker power speaker.
2. **8 TUBE SHROTBOX** at \$60. **FULL VOLUME** on audio plate performed **MERSHON** electrolytic condensers in power pack which will break down masses illuminated dial panel push amplification choice of case wrinkle finish brushed with white gold or brown wrinkle finish and yellow gold high lighting. 8 tubes in volume control.
- Crosley battery type sets are same superior neutralizing circuits as found in Crosley AC Electric sets.
3. 6-tube **HANDBOX** operates power speaker \$55
4. 5-tube Dry Cell **BANDBOX, Jr.** for places where battery recharging is impossible. operates loud speaker \$35

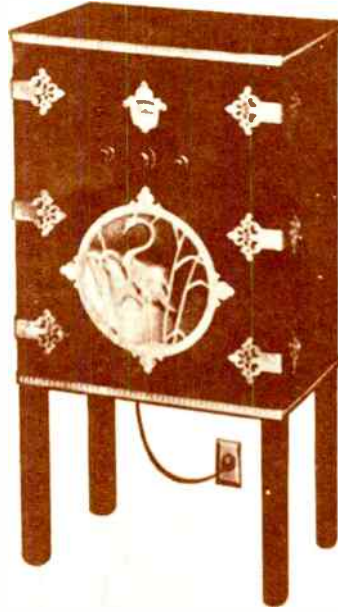
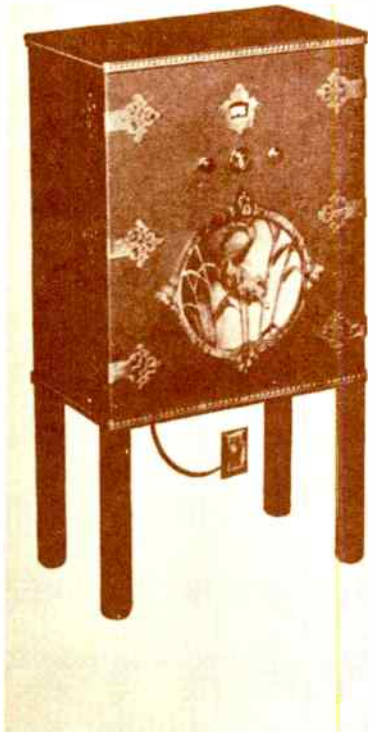
**THE CROSLEY RADIO CORPORATION**

Owners of WLW—The nation's station

Cincinnati, Ohio

Paul H. Crosley, Jr., Pres.

Montana, Wyoming, Colorado, New Mexico and West Texas slightly higher. Prices quoted are without tubes.

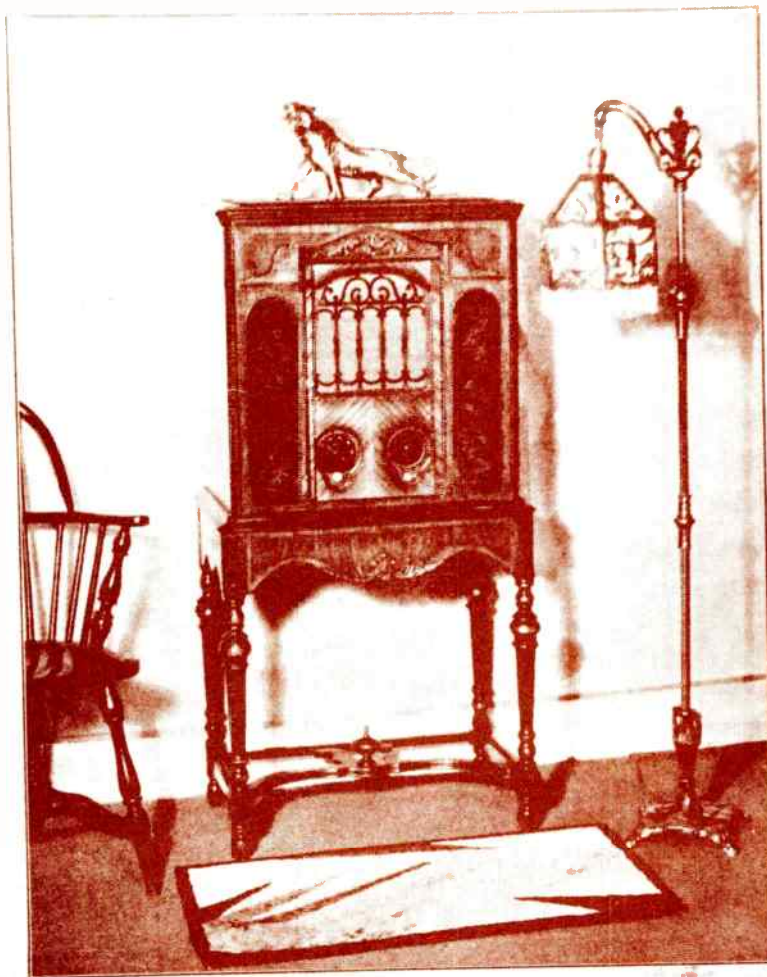




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*The Furniture for All ATWATER KENT Radios*

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**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.**

---



The only Screen Grid radio incorporating the Equalized Band Pass Filter



● Model 21930. 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. Orders now on our books prove the experts were correct. A. H. Grebe & Company, Inc., Richmond Hill, New York, Western Branch, 443 So. Van Ness St., San Francisco, Calif.



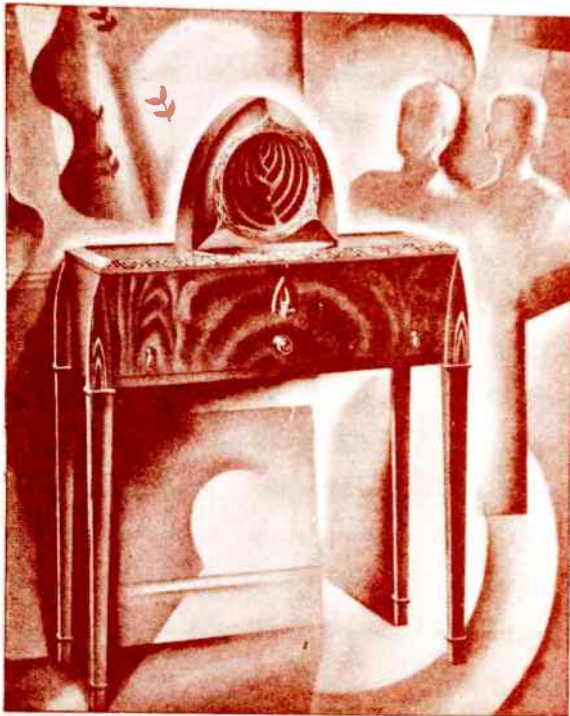
● Model 270. Modern lines of unusual charm and choice wood work to make this a very popular model for the larger apartments and for houses of medium size. A most worthy cabinet for the Super-Synchronphase. Price \$270.00



● Model 285. Walnut and mahogany are combined in this design. The wood has been chosen for its grain and finished for permanent beauty. This cabinet is selling by some of the finest stores 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 dollar-! 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 TAXES  
**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.

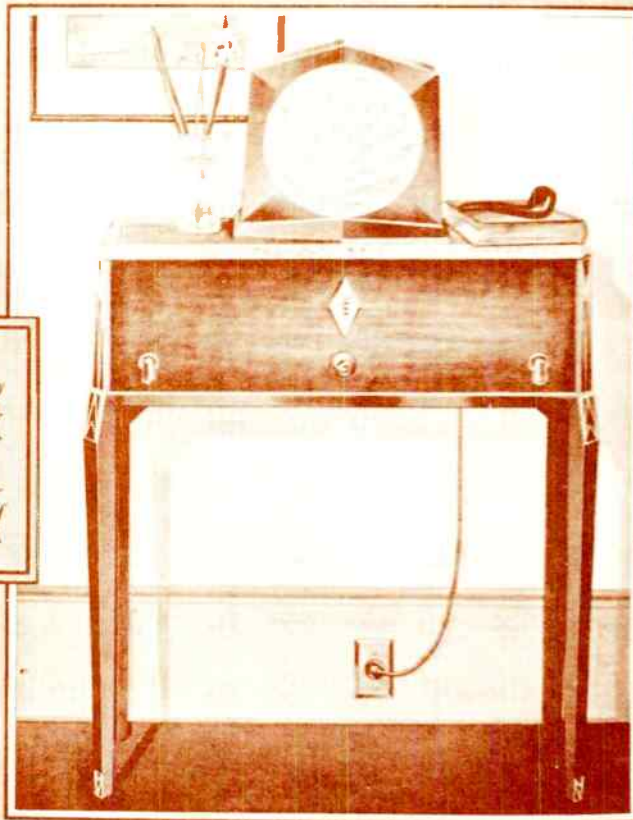
# Graybar

GRAYBAR ELECTRIC CO.



# ANOTHER fine achievement in radio set design

RCA RADIOLA 35  
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.



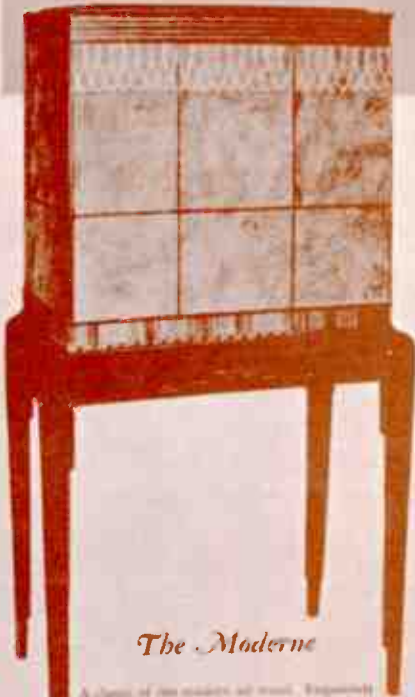
RADIO CORPORATION OF AMERICA • New York • Chicago • Atlanta • Dallas • San Francisco

## RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

# Screen Grid Tubes

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



*The Moderne*

A chair of the modern art world. Features unusual in design and construction. The superb example of craftsmanship will give the distinctive scheme of color \$270

Colonial's Famous Slogan

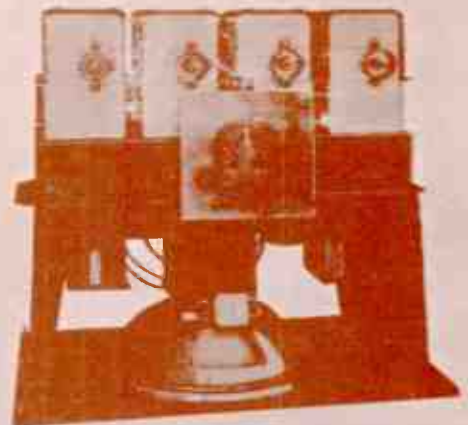
**"RADIO'S CLEAREST VOICE"**

Is Again Emphasized

Thousands of feet A.C. type 214 screen grid tubes for extra temporary amplification and absorption results in amplification to music. These are also the 214 screen grid tubes. The coupling circuit is designed to maintain high sensitivity conditions throughout the entire broadcast spectrum. The circuitry is designed to meet the requirements of the modern radio receiver.

The screen grid power amplifier gives unique characteristics. A transformer coupled low audio stage and two of the new 214 screen grid tubes in push pull produce both high quality reproduction and high volume. An automatic regenerative feature in the detector circuit allows equal quality of reproduction on both high and low volumes.

A unique filter network serves to prevent the possibility of cross talk from strong local stations. The reproduction amplification is regulated by a variable volume control which simultaneously increases the bias on the screen grid, and decreases the screen grid voltage, at the same time holding the plate



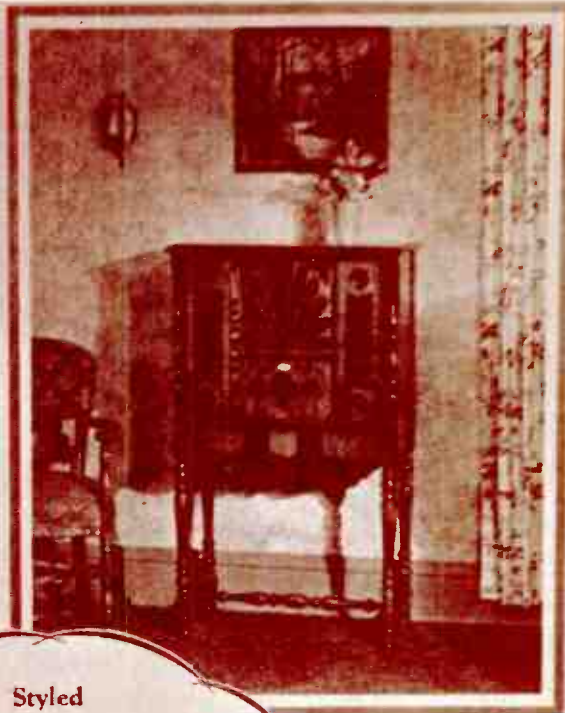
The **NEW**  
**COLONIAL**  
**Radio**



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



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



**A-K CABINET 758**

You get an idea of the cabinet's elegant character, here shown. It features—without being loud—its looks in person—its color, its finish. The panels are of matched American Walnut. The upper panel of striped Walnut is set back, with its effect improved by quarter-molding. Note the decorative pulls. Note, too, the chamberlain joint with their fastenings—see the attractive legs and moldings. Good proportions and good lines. And Bay View makes it even better—guaranteed to last. 45 inches high, 29 inches wide, 14 inches deep.

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



**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 butt 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) by the popular Frenchman pattern. A decorative panel in the front is hand-carved and hand-painted. Beautifully finished in keeping with the radio set. Fully as good looking with doors open as with them closed. A cabinet with an extra low price. 43 inches high, 22 inches wide, 14 inches deep.

*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 C. CO. 409  
AMERICA, Chicago, Ill.



**Model 40**  
This cabinet is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. The arched top is a focal point, and the central panel is beautifully detailed. It stands on four sturdy, decorative legs.



**Model 41**  
This model is a more compact version of the arched-top cabinet, maintaining the same high-quality craftsmanship and decorative details as the larger model.



**Model 42**  
This model offers a unique take on the arched-top cabinet, with a more pronounced decorative panel and a slightly different leg structure.

**FRANKLIN C. CO. Chicago, Ill.**  
These cabinets are available in various finishes and sizes to suit your needs. Contact us for more information.

**FRANKLIN C. CO. Chicago, Ill.**  
We are proud to offer these high-quality wooden cabinets, which are both functional and beautiful. Visit our website for more details.

...the ... of ...  
...the ... of ...  
...the ... of ...

**Model 43**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 44**  
This model is a more traditional-looking cabinet with a decorative panel and a slightly arched top.



**Model 45**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.

**Model 46**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 47**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.

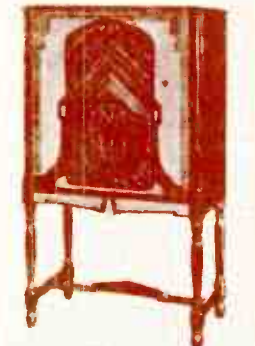
**KIL FURNITURE CO., Milwaukee, Wis.**  
This cabinet is a masterpiece of craftsmanship, featuring a rich, dark wood finish and intricate carvings. The arched top is a focal point, and the central panel is beautifully detailed. It stands on four sturdy, decorative legs.



**Model 48**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 49**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 50**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.

**Model 51**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.

**Model 52**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 53**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 54**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



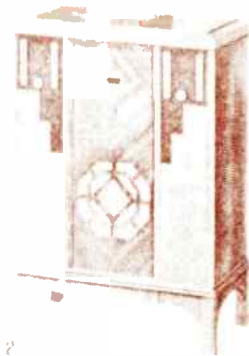
**Model 55**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



**Model 56**  
This model is a classic example of the arched-top cabinet, with a timeless design and excellent craftsmanship.



# - New Products -



Model No. 100  
\$100.00



4 NEW SEVEN TUBES  
TABLET TYPE  
\$100.00  
UNITED AIR CLEANER CO.



CROSS-BEAM  
KAYE'S OR  
WALNUT CABINET  
\$100.00  
LESS TUBES



BALDWIN  
HIGH BOY  
\$100.00  
LESS TUBES

Model No. 100  
\$100.00



***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 condenser—as used in the most expensive receivers.

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

Dial is calibrated directly in kilocycles for convenience in dialing.

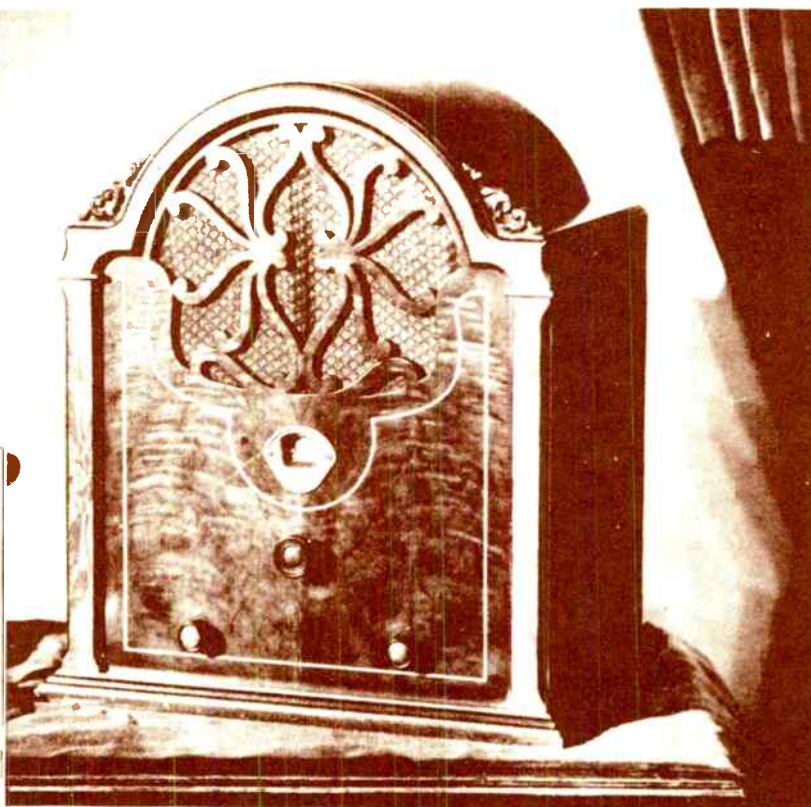
Beautiful cabinet of matched walnut woods.

Adjusting knob 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

**\$69<sup>50</sup>**



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!



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.

### 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.



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

### 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!



# McCORMICK RADIO CORP.

6930 North Clark Street

CHICAGO, ILLINOIS

# CROSLLEY Amazes Radio World With Sensational NEW Line!

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

### The Crosley PAL



Here is a magnificently beautiful cabinet of the front and sides of which are of the richly grained Repwood. The top is of 5 ply walnut veneer. The newest type Crosley electro-magnetic power speaker incorporated. Tubes required are: Two Screen Grid type 24 in the radio frequency stages, one type 45 in the power output stage and one type 80 as a rectifier. Dimensions: only 25 1/2" high, 21" wide, 11" deep. An astonishing value at **\$69.50** Less Tubes

### The Crosley MATE



The exquisitely designed front of this beautiful cabinet is made of the famous Crosley Repwood. The substantial posts and stretchers are of the most 5 ply walnut veneer. The newest type Crosley electro magnetic power speaker is built in. Contains the same powerful and wonderfully sensitive NEW Companion-ship Series chassis as The PAL. Dimensions: 30" high, 20 1/2" wide, 12 1/2" deep. The price is amazingly low—only **\$75.00** Less Tubes

The Crosley NEW LEADERSHIP SERIES SCREEN GRID POWER SPEAKER NEUTRODYNE 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 center front panel is of the new, sensational Crosley Repwood. 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 tube type 45, two type 80, and one rectifier tube type 80. Dimensions: 31 1/2" high, 23 1/2" wide, 13 1/2" deep. The price is sensational—only **\$107.50** Less Tubes

### The Crosley ARBITER Electric Phonograph and Radio Combination



This beautiful cabinet, housing an electric phonograph and radio combination, is the last word in radio cabinet design. The sides and top are of genuine 5-ply walnut veneer, while the embellished center panel is of genuine Crosley Repwood. The electric phonograph is exposed when the lid is lifted. The power speaker is the latest Crosley moving coil dynamic type. Uniform volume is maintained by the new automatic control. The chassis is the same as used in The DIRECTOR and requires the same tubes. Dimensions: 35" high, 23 1/2" wide, 15" deep. Sold at the astonishingly low price of **\$137.50** Less Tubes

\$147.50 with induction type self-starting motor

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



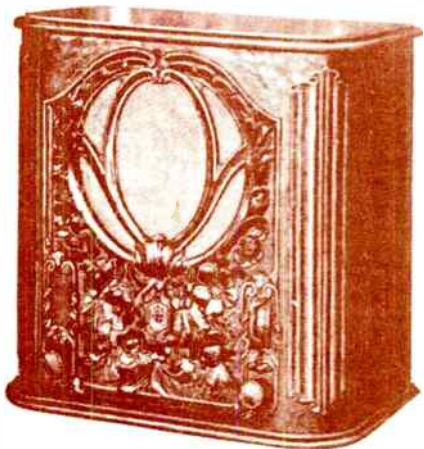
ON THE MANTEL



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 Repwood, a new Crosley product which makes possible the exact duplication of a beautiful hand carving. 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"—WJW CINCINNATI

Also manufacturers of the CROSLLEY ROAMING Automobile Radio Receiving Set and the famous AMRAD RADIO

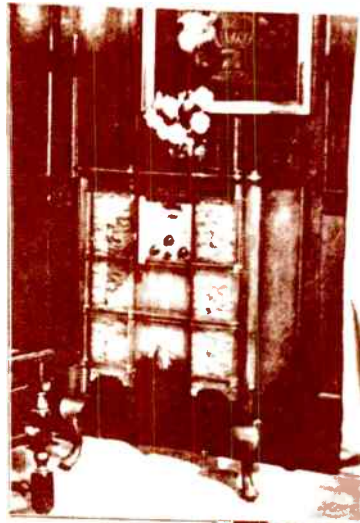
YOU'RE THERE WITH A CROSLLEY **CROSLLEY RADIO**





“Grebe will  
pull them in  
and store  
demonstrations  
will do the rest”

—A. J. McGivern



Model 4111 Grebe  
set, complete, bench d. det.  
no. 1, controls, price \$22.  
50, 6 tubes.

Model 4111 Grebe  
set, complete, similar to gen.  
type, price \$22.50, price  
\$20.00, 6 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**

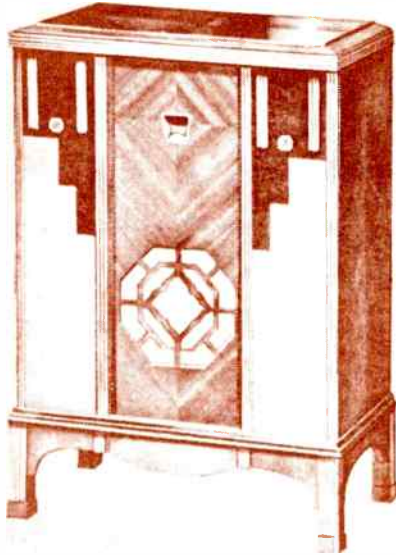
*Grebe Radio is distributed  
from Chicago by*

**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 at 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 180 vestiber Electro-Dynamic Speaker. Cabinet of burr and hewn walnut, designed in a period with modernistic effects. 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 per dollar value in radio. An amazingly sensitive selective eight tube screen grid set, four screen grids, one 22" and two 245's in push-pull. Cabinet of beautiful gum-stone walnut of an enduring practical design. Full Dynamic Speaker.

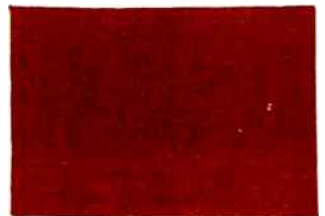
Prices slightly higher west of the Rockies and in Canada



**UNITED**

**United No. 23 Motor**

This specially designed motor provides an efficient, economical, and priced right for popular models. It is one of United's most complete and reliable features. It is a sturdy, fully equipped, 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

AMERICAN WIRELESS CORP.  
and others



After Model 21, Open

Model 21 is a 10 tube set with a 25 tube power transformer. It features a 10 tube receiver and a 25 tube power transformer. The set is housed in a tall, ornate wooden cabinet with a glass door. The receiver is mounted on a shelf inside the cabinet, and the power transformer is located below it. The cabinet has decorative panels and a sturdy base.

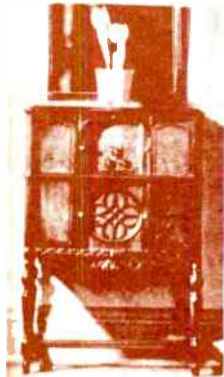


After Model 22, Open

In this model a 10 tube receiver and a 25 tube power transformer are housed in a smaller wooden cabinet. The receiver is mounted on a shelf inside the cabinet, and the power transformer is located below it. The cabinet has decorative panels and a sturdy base.

**AMERICAN WIRELESS CORP.**  
Brooklyn, N. Y. manufacturers of all types wireless filters and resistors.

**AMERICAN RADIO MANUFACTURING CO.**  
Springfield, Mass. Buick radio receivers all equipped with seven 25 tube sets. New line comprises three models including a table model, a combination set and speaker cabinet and a Deluxe Highboy model. All using the same 25 tube chassis and all three models with sliding doors. The model in Buick chassis uses three of the new seven grid type vacuum tubes, one 25 tube and one 250 tube for power rectification. There is total checking for the vacuum tubes and tubes. Table model has two sliding doors and is fitted with 25 tubes in the receiver and a speaker cabinet is fitted in 250 tube and the Deluxe Highboy at 250 tube models are designed for dynamic type speaker operation and the receiver have the



Bookshelf type Speaker Cabinet



Bookshelf Deluxe Highboy



Bookshelf Electric 10 Tube set

**ALL-AMERICAN MANUFACTURING CO.**  
Chicago, Ill. New line of 10 tube radio receivers of 1929 in including the table model, a combination set and speaker cabinet and a Deluxe Highboy model. All using the same 25 tube chassis and all three models with sliding doors. The model in Buick chassis uses three of the new seven grid type vacuum tubes, one 25 tube and one 250 tube for power rectification. There is total checking for the vacuum tubes and tubes. Table model has two sliding doors and is fitted with 25 tubes in the receiver and a speaker cabinet is fitted in 250 tube and the Deluxe Highboy at 250 tube models are designed for dynamic type speaker operation and the receiver have the

**ALLEN HOUGH CARBIDE CO.**  
Milwaukee, Wis. 10 and 15 tube sets.



**Allen Hough New Ketrora**  
Model 10, 15 and 20 tube sets. The Ketrora is a portable radio set in a carrying case. It features a 10, 15, or 20 tube receiver and a speaker. The case is made of wood and has a carrying handle. The receiver is mounted on a shelf inside the case, and the speaker is located below it.



**Allen Hough Combination Cabinet**  
Model 10, 15 and 20 tube sets. The new combination cabinet is a wooden cabinet with a glass door. It houses a 10, 15, or 20 tube receiver and a speaker. The cabinet has decorative panels and a sturdy base.



**Amrad 400P Medium Highboy**  
Model 10, 15 and 20 tube sets. The Amrad 400P is a medium highboy radio set. It features a 10, 15, or 20 tube receiver and a speaker. The set is housed in a tall, ornate wooden cabinet with a glass door. The cabinet has decorative panels and a sturdy base.

**Amrad 400P Medium Highboy**  
Model 10, 15 and 20 tube sets. The Amrad 400P is a medium highboy radio set. It features a 10, 15, or 20 tube receiver and a speaker. The set is housed in a tall, ornate wooden cabinet with a glass door. The cabinet has decorative panels and a sturdy base.



**Amrad 400P Medium Highboy**  
Model 10, 15 and 20 tube sets. The Amrad 400P is a medium highboy radio set. It features a 10, 15, or 20 tube receiver and a speaker. The set is housed in a tall, ornate wooden cabinet with a glass door. The cabinet has decorative panels and a sturdy base.



**American Speaker**  
Model 10, 15 and 20 tube sets. The American speaker is a large, circular speaker with a prominent horn. It is mounted on a wooden base. The speaker is designed for use with a radio receiver.

**AMERICAN IMPROVED COMP.**  
New York, N. Y. "Amrad" dynamic speakers for commercial theatre and public address work.



Radio 25 40 Console

**Radio 25 40 Console**  
Model 10, 15 and 20 tube sets. The Radio 25 40 console is a radio set housed in a wooden cabinet. It features a 10, 15, or 20 tube receiver and a speaker. The cabinet has decorative panels and a sturdy base.



# Latest Radio-Music Models on Exhibit at Trade Show

1930-31 Line of Radio-Music Products to Be Displayed and Demonstrated at the Autumnum, Atlantic City, N. J.

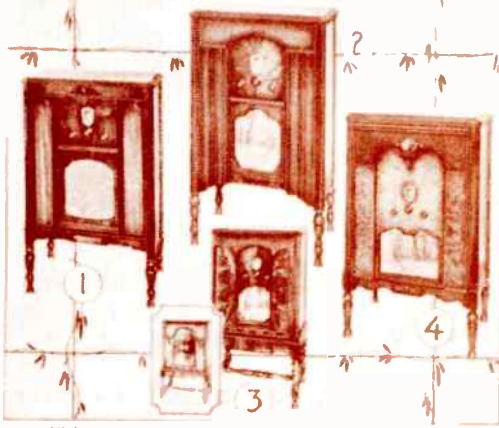
**SOUND FILM A MELODY CLAY**  
 Land 45 1 1/2 x 1 1/2  
 Area 1 1/2 x 1 1/2  
 Winding

**VIRGIL AN-EX-LAVOR**  
 C. 100 10 1/2 x 10 1/2

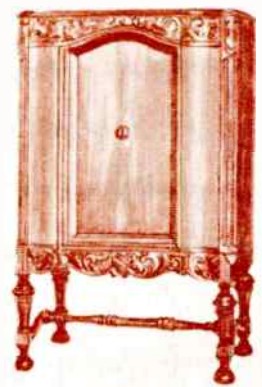
**FLORIAN A BONA FIDE**  
 C. 100 10 1/2 x 10 1/2

... with ...  
 M ...  
 line ...

**AMERICAN**  
 1010P North Tarrant Co. N. Y.  
 4000 111  
 Four model M



All American Model 1010P  
 1. 10 1/2 x 10 1/2 x 10 1/2  
 2. 10 1/2 x 10 1/2 x 10 1/2  
 3. 10 1/2 x 10 1/2 x 10 1/2  
 4. 10 1/2 x 10 1/2 x 10 1/2



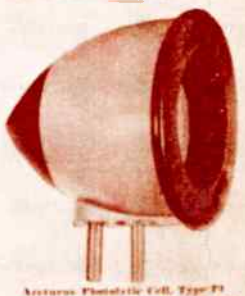
**STEPH BRADLEY CO**  
 1010P North Tarrant Co. N. Y.  
 4000 111

**AMERICAN**  
 1010P North Tarrant Co. N. Y.  
 4000 111

**AMERICAN**  
 1010P North Tarrant Co. N. Y.  
 4000 111



Block Line—(1) Model 30a, (2) Model 30b, (3) Model 30c, and (4) Model 30d  
 ... power transformer and three tubes ...  
 Model 30b has the same receiver designed for operation from a 220-volt 50-cycle line—its size for fitting into control by a single station receiver block. Models 30c and 30d are available in two cabinet designs, Model A measuring 20 inches in height, 20 inches in width and 12 inches in depth; Model B measuring 18 inches in height, 20 inches in width and 12 inches



Model No. 35  
 ... light by seven perfect tubes ...

**ARCTURUS PHONO TUBE TYPE 75**  
**ARCTURUS RADIO TUBE CO.**  
 Newark, N. J. Complete line of  
 (Continued on page 56)

# - New Products -

**RADIO-VICTOR CORP. OF AMERICA**  
 150 West 42nd Street, New York 18, N. Y.  
 (Radio-Victor Sales Office)



**Radio 32 on**

main difference between the two models is that the Radio 32 is a portable set which can be used in the car or in the home. It is a 12.5 volt set and is powered by a 12.5 volt battery. The Radio 32 will operate on any 12.5 volt battery and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.

Model 36. A new receiver and set in a compact cabinet with an electrically driven loud speaker. A motor driven speaker circuit is used, including a tuned circuit unit. An output stage of 12.5 volt tubes, an output transformer and a 12.5 volt power supply.



**Radio 36**

of audio frequency amplification. 36 AC Radiotron 12.5Z2 and one power amplifier tube UX-245 are used in the circuit. Radiotron UX-258 is employed in the power unit to rectify the AC current for the plate and grid supply of all the tubes and also to provide current for the loud speaker field supply. The cabinet is of attractive two-tone walnut veneer with burl maple overlays.

**TRAVLER MFG. CO., St. Louis, Mo.** Trav-Ler portable radio receiver, three models, known as the Standard, the De Luxe and the Standard. For a shielded circuit employing a screened grid tube in all models and power tubes in the last audio stages of the first two mentioned above. All of the sets are being made for operation with either batteries or 110-volt AC or DC current. The power packs and loud speakers are quickly and easily interchangeable so that the receiver may use the Trav-Ler regardless of the location or power supply by adapting the set either for AC or DC current or by using batteries. Four tubes are used, the screen grid in the radio frequency, a type 500 as a detector and in the first audio stage and the type 120 in the last audio stage. One dial is used for tuning with a small trim-

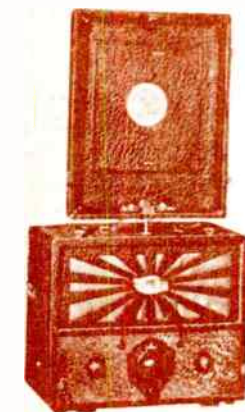
**AMERICAN ROSS MASHETZ**  
 100 West 42nd Street, New York 18, N. Y.  
 (American Ross Mashetz Sales Office)



**Booth Console No. 15**

15. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.

**Trav-Ler De Luxe**  
 15. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.



**Trav-Ler Standard**

complete with batteries and tubes. The Trav-Ler Standard is fitted for use with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.



**Trav-Ler Console**

mer for AC or DC operation. Space is also provided for battery equipment. The speaker chamber is larger than that of the Standard model. It is covered with black Maroon with panel in gold and green crackle finish. It is 12 1/2 inches deep and 12 5/8 inches high. With lamp in place the overall height is 28 3/4 inches. Equipped with the

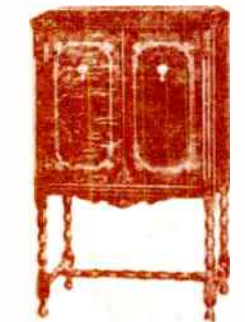
**AMERICAN ROSS MASHETZ**  
 100 West 42nd Street, New York 18, N. Y.  
 (American Ross Mashetz Sales Office)



**Booth Console No. 15**

15. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.

**DEUX A LUNE PIANO 10** List price \$115.00  
 10. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.



**Deux A Lune No. 10**

10. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.

10. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.



**Deux A Lune No. 10**

10. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.

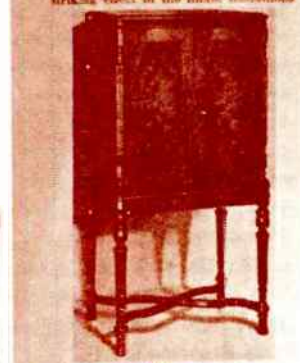
**AMERICAN ROSS MASHETZ**  
 100 West 42nd Street, New York 18, N. Y.  
 (American Ross Mashetz Sales Office)



**Victor Radio No. 339**

339. A 12.5 volt set with a 12.5 volt battery. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts. It is a 12.5 volt set and is fitted with a power transformer for line voltage within the limit of 100 to 125 volts.

**RADIO-VICTOR CORP. OF AMERICA** (Victor Talking Machine Division), Camden, N. J. Victor radio receiver, Model 339. Micro-phonous radio receiver, standard in equipment with the Victor 332 console model, has been in a cabinet of popular classical design. Matched but walnut veneer are used with striking effect in the inlaid decorations.



**Victor Radio No. 339**

of the doors. American walnut on inside of the cabinet and the handles are of selected clear walnut. The inlaid panels are of birdseye maple beautifully worked into the design and walnut is again used in a coordinating color and texture. Antique brass finish and unique design incorporated in the hardware used. Opening in front of the reproducer is decorated with rich Portuguese inlay. The color of each set. Among the features of this receiver are an electro-dynamic speaker and a combination, full-view, instantaneous station selector.



# New Products



Answer-Radio Set on Table Set  
Answer-Radio Mfg. Co., Philadelphia, Pa.

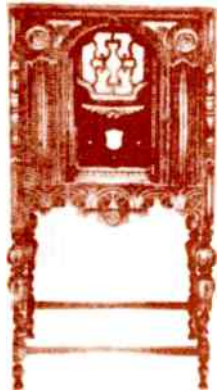


Illustration Above and Two Below Show Typical Cabinets Made by Leading Cabinet Manufacturers for Answer-Radio Receiving Sets  
The cabinet shown above is of the best material and construction with not a trace of the characteristic distortion of the furniture that was registered by many a



characteristic of the Answer-Radio set is its distinctive appearance with a



creates illuminated dial. More than a score of furniture manufacturers are

... will ...

Robert Findlay Mfg. Co., Inc.  
Brooklyn, N. Y.



Special Findlay Radio Table



Findlay Metal Console Table

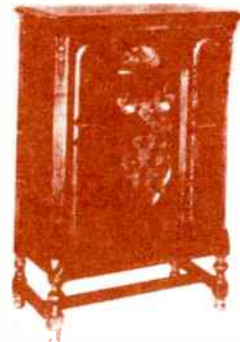
For use, may be had with the RCA trade-mark on blazoned on the ground glass panel.  
Findlay Nutril console stand for RCA 33, made with dynamic speaker matching the RCA No. 33 perfectly in finish shading and design so that table and set appear as one



Lyric Model 33

tural walnut finish. List price \$100.00. Western price slightly higher.

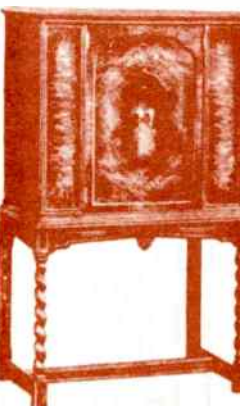
Zenith Radio Corp. Chicago, Ill.  
... will ...



Zenith Model 11

In form ... all of special design ... speaker switch and one ... in separate automatic ...

Southern Radio Corp. Fort Wayne, Ind. Model 11



Star-Blender R-30

... (eleven including rectifier tubes) for AC operation, comprising an R.P. stage, three of which are tuned and three untuned ...

Star-Blender Model R-30. The ...



Star-Blender R-30

... (eleven including rectifier tubes) for AC operation, comprising an R.P. stage, three of which are tuned and three untuned ...



Star-Blender R-30

Dial calibrated in kilocycles with direct lighting. Simple screw adjuster provided for varying volume ...

Star-Blender Model R-30. The ...



# New Products

SPARKS WASHINGTON CO. Jack  
and M. T. M.



**Sparks Jewell No. 10**  
This is a...  
Price \$125.00



**Sparks Ensemble No. 245**  
This is a...  
Price \$150.00



**Sparks Junior No. 110**  
This is a...  
Price \$75.00

**ALL AMERICAN HONOLULU CORP.**  
Chicago, Ill. Loric 24 series - if tuning  
control on the back of the set over-  
responding to the dial on front - a  
door with three pegs and a pointer.  
These pegs are arranged in accordance  
with the dial markings of the set.



**Large Set Tuner**  
This is a...  
Price \$180.00



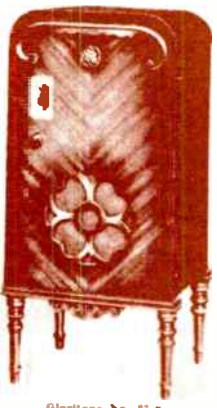
**Radio 1A**  
This is a...  
Price \$100.00

**WHITE SPEAKING LABOR**  
PHILADELPHIA, Pa.  
This is a...  
Price \$120.00

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



**Glendale No. 12 P**  
This is a...  
Price \$110.00



**Glendale No. 17 A**  
This is a...  
Price \$130.00



**White super converter**  
This is a...  
Price \$80.00

UNITED AIR CLEANSER CORP. Chicago, Ill.



**Scintex Diatride**  
This is a...  
Price \$100.00



**Scintex Diatride**  
This is a...  
Price \$120.00

COLONIAL RADIO CORP. Long Island City, N. Y. Colonial model 12



**Colonial Cavalier No. 17**  
This is a...  
Price \$150.00

# New Products

CHRYSLER RADIO CORP. Continues with 1930



Chrysler Buddy



Chrysler Charm

Price \$12.50  
Retail \$15.00  
Distributors: Radio City, New York



Chrysler Playmate

Price \$12.50  
Retail \$15.00  
Distributors: Radio City, New York



Chrysler Comrade

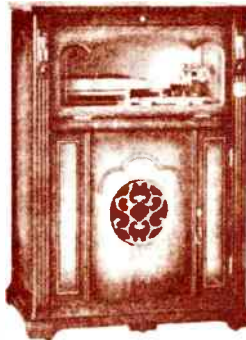
Price \$12.50  
Retail \$15.00  
Distributors: Radio City, New York

CASSELL METAL WORKS



Caswell Lowland Portable

WESTERN ELECTRIC RADIO CO. Chicago, Ill.



CHRISTENSEN CO. Chicago



DeBorner Model 1000

WRIGHT BROTHERS, Inc. Chicago, Ill.



Wright Brothers Phonograph

Price \$12.50  
Retail \$15.00  
Distributors: Radio City, New York



Zanesville Logway  
ZANESVILLE CO. Zanesville, Ohio



Zanesville Station

REEDON MANUFACTURING CO. Chicago, Ill.



***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*

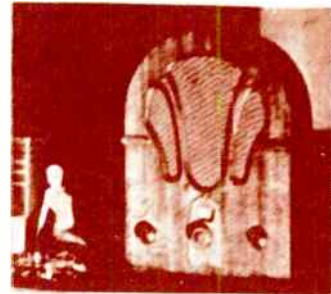
1931



**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*



**CROSLEY 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



**G-E T-12**  
T.R.F., 2-24, pent., 80



**FADA 51**

# New Products



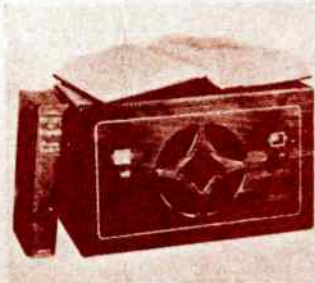
**JESSE FRENCH  
TUDETTE, \$54.50**  
T.R.F., 2-var-mu, 24,  
pent., 80



**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 Pierce-Airo Midget**

PIERCE-AIRO Inc., 119 Fourth Ave., New York City, has introduced another "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-drawn tube, is \$63.50 less tubes.—*Radio Retailing*, January, 1931.



**Lyric Midget and Consolette**

A FULL-VISION dial, with spot-light tuning, is one of the distinctive points of the new midget and consolette 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 280 are employed in the chassis which is common to each. Model J-8, the midget, lists at \$59.50 complete. Model J-3, the consolette, housed in a cabinet the same in design as Model 34, is \$39.50 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 280, 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 17 1/2 in. high by 14 1/2 in. wide. \$65.50, 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 gloss finish with decorations

on the top of the front panel. The dial, which is illuminated, is 1 1/2 in. high by 1 1/2 in. wide by 8 in. deep.

Three 224's are used and a 280 tube is 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 15 in. wide by 10 1/2 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 280 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 superhet-radiophone radio-photograph 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 15 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 280. This combination plays 10 or 12 in. records and has tone control. It is known as Model 695, and lists at \$99.50 less tubes.

The same model as a straight radio, without the turntable, is \$85.50 less tubes.

Steinite also offers Model 431, a r.f. set not using three 224's, two 215's in push-pull, and a 280 at \$49.50 less tubes. The cabinet measures 13 1/2 in. high x 15 1/2 in. wide. This chassis in a consolette Model 425, is \$64.50, and stands 33 in. high and 19 in. wide.

Two other superhets are also available. Model 639 is a consolette listing at \$79.50, and in addition to this, there is a consolette combination at \$109.—*Radio Retailing*, January, 1931.



**Majestic Midget**

ANOTHER of the larger manufacturers, this time the Grigsby - Grunow Co., 5901 Dickens Ave., Chicago, Ill., has entered the midget field. Majestic's set, known as Model 51, 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 280. There are two knobs on the panel—one for tuning and the second being a combination volume control and on-and-off switch.

This set stands 19 in. high, and 15 1/2 in. wide, and 19 1/2 in. deep, and lists at \$79.50 complete with Majestic tubes.—*Radio Retailing*, January, 1931.



**Gilbert Model 70**

MODELLED along similar lines as the former set but with a different speaker grille and dial located in the center instead of on the side, J. W. Gilbert, 2327 W. Washington Blvd., Los Angeles, Calif., has released a new midget, to be known as Model 70. This set has electro-dynamic speaker and takes four 224's and a 245 and a 280. \$59.50 complete.—*Radio Retailing*, January, 1931.



**Phoenix Miniature**

A NINE in. electro dynamic speaker, electrolytic condensers, illuminated dial—these are some of the high-lights of the "Phoenix" miniature as placed on the market by the Ross Corp., 3557 S. Halsted St., Chicago, Ill. The walnut-veneer cabinet has hand-rubbed finish. It is 14 in. x 14 in. x 9 in. The price with tubes is \$53.50.—*Radio Retailing*, January, 1931.



**Geneva Sets**

SEVEN-TUBES, including four 224's, a 227, a 245 and a 280, are used in the "Geneva" sets made by the Gordunk Mfg. Co., Holland, Mich.

These sets have four tuned 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 3 1/2 in. \$49.50 complete.

Model 38, the consolette, stands 34 in. high x 20 in. deep and retails at \$84.50, complete.—*Radio Retailing*, January, 1931.





# The KENNEDY Coronet

List Price

**\$69<sup>50</sup>**

Complete



**H**ERE 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, 16<sup>1</sup>/<sub>2</sub> 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

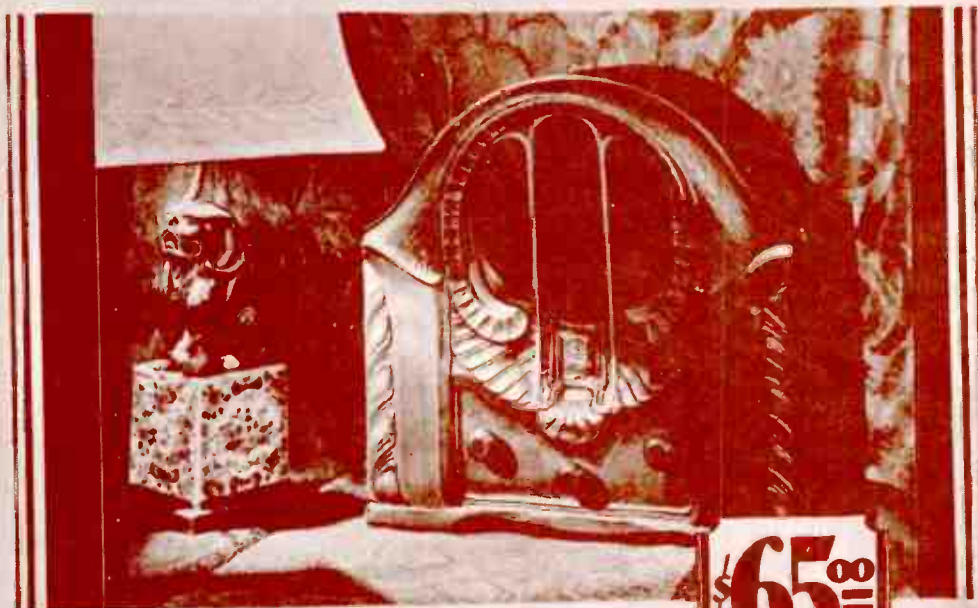
City

State

1931



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



## The New Crosley **SUPER BUDDY BOY**

**\$65.00**  
COMPLETE WITH  
TUBES AND  
TENNABOARD

Montana,  
Wyoming,  
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. Exponentially or Variable Mu Radio Frequency Tube
5. Exponentially or Variable Mu Intermediate Frequency Tube
6. Phiodynatron Oscillator
7. Full 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

*\*Excludes CROSLY Features*

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 CROSLY RADIO CORPORATION**  
POWEL CROSLY, Jr., President Home of "the Nation's Station" — WLW  
CINCINNATI

Also manufacturers of the CROSLY Battery Radio Receivers and the CROSLY ROAMING Radio Receiving Set.

YOU'RE THERE WITH A CROSLY  
**CROSLY RADIO**



**HIGHBOY MODEL 73** \$65.75 Complete with Tubes  
7-Tube Superheterodyne

A rich, hand-crafted model of superior design in Spanish Black Walnut with hand-carved Arch and Pin Strips. Filament, Tuner Control—Uses new Pentode Tubes—Six tube set—Has Illuminated Tuning Recording Dial—Marvellous new Electric Dynamic Speaker—Sold complete with 7 Philco Balanced Tubes (2 Screen Grid)—One of the greatest Philco values ever offered to the public.  
A similar model Philco all-atomic Radio Photograph complete with 7 tubes (2 Screen Grid) and using the new Pentode Power Tube is \$112.



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

An exquisite creation in American Black Walnut and Spanish Rose Walnut, with Arch of "V" mounted Oriental Wood. Filament in Pin Strips Walnut and Quilted Maple Decoration. Hand-crafted superb work. Five Philco Tuner Control—Two set Power Tubes Push Pull—Long Distance Speech—Illuminated Tuning Recording Dial—Greatest Electric Dynamic Speaker, and above all that, Balanced Superheterodyne Circuitry—Screen Grid plus Screen Grid Power and pure, undistorted tone with absolute fidelity. Same great tube.  
See a similar Lowboy complete with 9 Philco Balanced Tubes, Price.

# You must sell *Balanced* To Meet the Present-Day

**Study Each Model—the Value—the PRICE!**

**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



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

Therapeutic performance in minimum size. Sold complete with 7 Philco Balanced Tubes (2 Screen Grid). Uses the new Pentode Power Tube and a marvelous new Electric Dynamic Speaker with 22 pin core quartz plate set. Illuminated Tuning Recording Dial—Tuner Control—Incorporates—Six tube set—Decorative American Black Walnut Cabinet—Elegant 19 pin Instrument Dial—Arch of "V" mounted Oriental Wood—In cabinet with 779 1000000.

# PHILCO

WORLD'S LARGEST RADIO MANUFACTURER

**VALUE MEANS A BETTER RADIO FOR LESS MONEY—**



# Echophone stops the prospects and Starts the Sales



The new Echophone is the exciting business opportunity of the year. It is getting attention in the largest radio market today. You should take advantage of this new radio money to be made with the 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 is a wide range of models including our midsize Echette and beautiful consoles. There is an Echophone to meet every buyer's needs. You can bank Echophone receivers in perfect safety, they'll sell—you'll profit.

Model 1000  
 12" x 18" x 22" High  
 \$89.50 complete



Model 1000  
 12" x 18" x 22" High  
 \$89.50 complete

## ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory  
**WAUKEGAN ILLINOIS**  
 Export Division, Echophone Company Export  
 44 West 44th Street, New York 36, N. Y.

Model 1000  
 12" x 18" x 22" High  
 \$32.75 complete

Model 1000  
 12" x 18" x 22" High  
 \$59.50 complete



Model 1000  
 12" x 18" x 22" High  
 \$89.50 complete

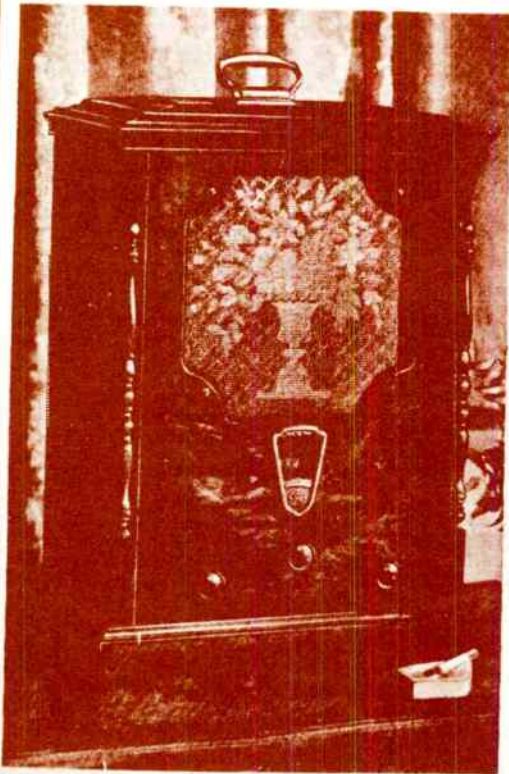
Model 1000  
 12" x 18" x 22" High  
 \$89.50 complete

Model 1000  
 12" x 18" x 22" High  
 \$53.75 complete

Model 1000  
 12" x 18" x 22" High  
 \$69.50 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.

1931

# 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 GRANDFATHER CLOCK-RADIO

**\$285**  
WITH  
TUBES

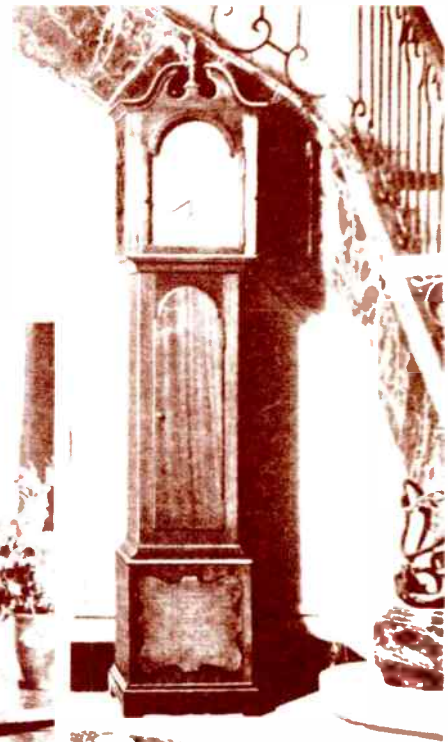
An authentic colonial grandfather clock with solid mahogany case and G-E electric clock. Concealed radio is 110 tube, screen grid superheterodyne, using 2 Pentode output tubes. Automatic volume control. Tune control. G-E also makes a slightly smaller Grandfather Clock Radio, the Georgian, which sells for \$179, with tubes.

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

G-E JUNIOR

**\$72<sup>50</sup>** WITH  
TUBES

Great value! 8-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

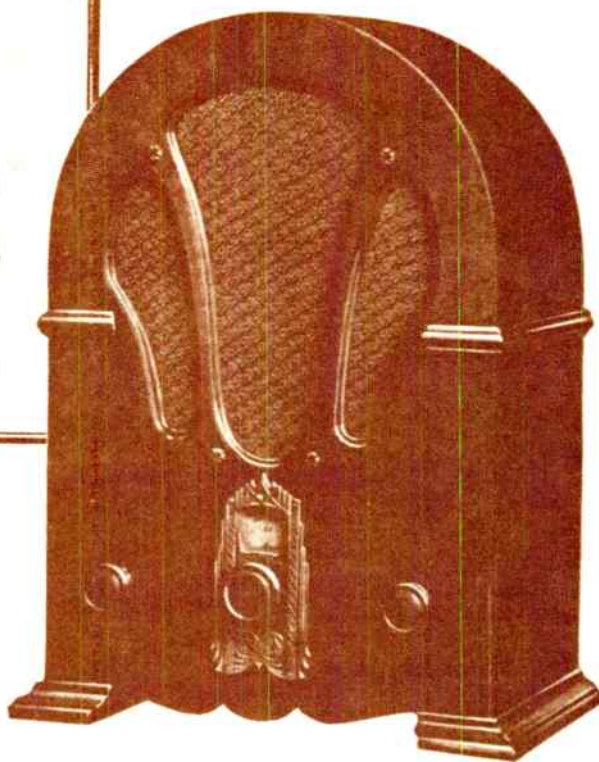
**\$37<sup>50</sup>**

... 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 SUPER-WASP all wave receiver.

Name \_\_\_\_\_

Address \_\_\_\_\_

10 TUBE  
 SUPER-HET.  
 \$128 COMPLETE



MODERNISTIC  
 7 TUBE SUPER  
 \$79.50 COMPLETE



CONSOLE  
 7 TUBE SUPER  
 \$99.50 COMPLETE



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



**PILOT VALUE IS MORE**  **THAN PRICE DEEP**

# Your Life Line!



No. 22 Superheterodyne

**T**HE 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.

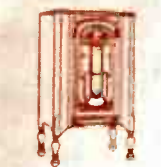
Stromberg-Carlson Receivers also have high public acceptance, (nearly everyone will admit their preference for a Stromberg-Carlson) and now, for the first time, the price range begins within reach of practically everyone's purse.

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 ]**



No. 19 Superheterodyne Receiver. Mahogany finish.



No. 20 Superheterodyne Receiver. Walnut finish.



No. 25 Superheterodyne Receiver. Walnut finish.



No. 23 Superheterodyne Console with phonograph system. Walnut finish.



No. 27 Superheterodyne Receiver. Solid walnut.



No. 14 Multi-Record Radio. Solid walnut.



1894

# Stromberg-Carlson



1931

LEADER OF VOICE TRANSMISSION AND VOICE RECORDING APPARATUS FOR MORE THAN THIRTY-FIVE YEARS





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



**RADIOGRAPH Model 899**—8 tubes (3 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; slump 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; lacewood overlay. Tone control. A.V.C. Police calls. \$72.50 (liberal trade-in allowance)



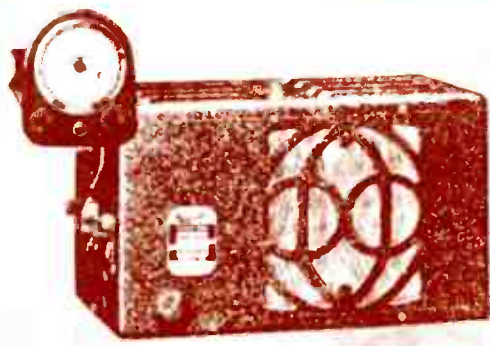
Prices slightly higher in the West and Southwest

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.  
GRIGSBY-GRUNOW CO., 5801 Dickens Avenue, Chicago

**HYDE PARK Model 86**—8 tubes (2 Duo-Valve). All-over walnut cabinet; top panel Carpathian burled elm; slump walnut center panel; cross-banded walnut side panels. Tone control. A.V.C. Class B output. Police calls. \$99.50 (liberal trade-in)

**TWIN SIX Auto Radio Model 66**—6 tubes (2 Duo-Valve). Tone control; A.V.C.; booster switch. Dynamic speaker, eliminator, and chassis in one case. Airplane dial accurately calibrated in kilocycles. Non-glare 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



**BARCLAY Model 67**—6 tubes (2 Duo-Valve). Brown 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**  
T.R.F. 3-24, 2-45, 80



**GENERAL MOTORS  
STANDISH, \$95**  
Superhet., 24, 2-27,  
2-star mu pent., 80



**FROST-MINTON,**  
\$32.50  
Pookcase model  
T.R.F., 2-24, 45, 80

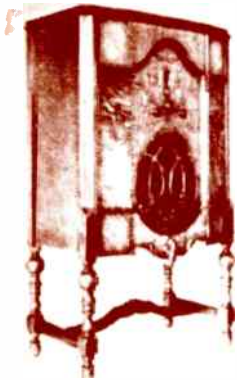


**CROSBY ORACLE,**  
\$99.50  
T.R.F. 24, 2-star mu,  
pent., 80

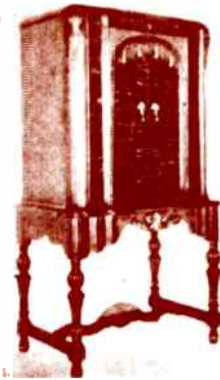


**SENTINEL  
PORTOLA, \$89.50**  
superhet., 4-24, 2-27,  
2-45, 80

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.



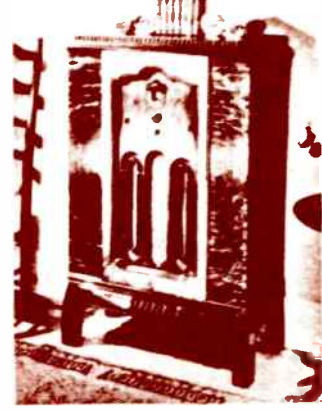
**CLARION 81, \$84.50**  
Superhet., 7 tubes with var-mu and pent.



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



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



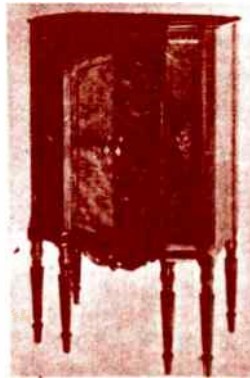
**PHILCO LOWBOY**  
Superhet., 4-24, 4-27, 2-45, 80



**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

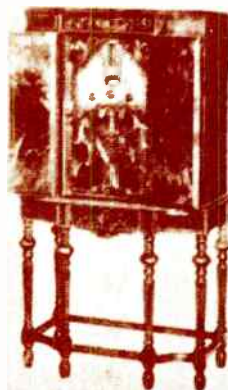




**STARR  
PIANO COMPANY**



**LYRIC S-8, \$99.50**  
*Superhet., 24, 2-var-mu,  
2-27, 2-pent., 80*



**FADA 49**  
*Deluxe console*



**FADA 45, \$112.50**  
*Superhet., 24, 2-var-mu,  
2-27, 2-pent., 80*



**CAPEHART 400**  
*With radio*



*Zenith Model 11*



**CAPEHART 401**  
*Without radio*



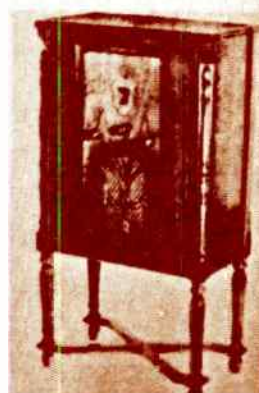
**U. S. APEX 10B,**  
**\$99.50**  
*Superhet., 3-var-mu,  
4-27, 2-pent., 80*



**GLORITONE 26B,**  
**\$99.50**  
*T.r.f., 3-24, pent., 80*



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



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





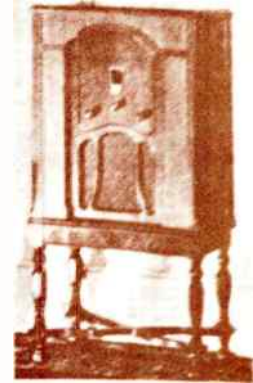
**BOSCH 20L, \$139.50**  
*Superhet.* 3-var.-mu., 2-27,  
 2-pent., 80



**BOSCH 5C, \$69.50**  
*Superhet.* 3-var.-mu., 2-27,  
 2-pent., 80



**GULBRANSEN 135,**  
 \$68 less tubes  
*Superhet.* 3-var.-mu., 2-27,  
 2-pent., 80



**RCA-VICTOR**  
 \$89.50  
*Superhet.* 3-var.-mu., 2-27,  
 2-pent., 80



**GULBRANSEN 235,**  
 \$97.50 less tubes  
*Superhet.* 4-var.-mu., 2-24,  
 27, 2-pent., 80



*Superhet.* 3-var.-mu., 2-27,  
 2-pent., 80



**RCA-VICTOR**  
**AUTOMATIC COMB., \$495**  
*Superhet.* 4-24, 2-27, 2-45  
 80



**G. M. VALERE,**  
 \$99.50  
*Superhet.* 24, 3-27,  
 2-var.-mu., pent., 80



**G-M LOUIS XV,**  
 \$185  
*Superhet.* 2-var.-mu., 24  
 3-27, 2-45, 80



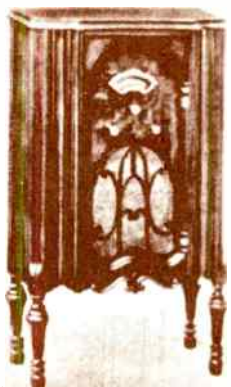
**JESSE FRENCH**  
**TUDOR, \$89.50**  
*Superhet.* 2-24, 27,  
 2-var.-mu., pent., 80



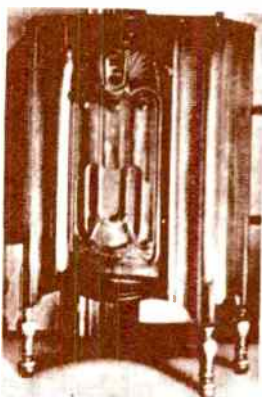
**JESSE FRENCH**  
**COMB., \$129.50**  
*Superhet.* 2-24, 27,  
 2-var.-mu., pent., 80



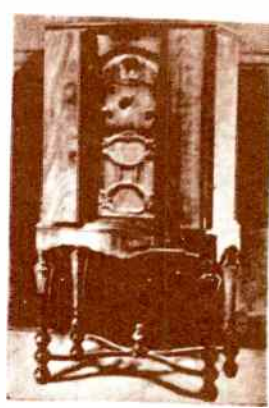
**AUDIOLA 814,**  
\$76.50 less tubes  
Superhet., 8 tubes with  
var-mu and pent.



**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



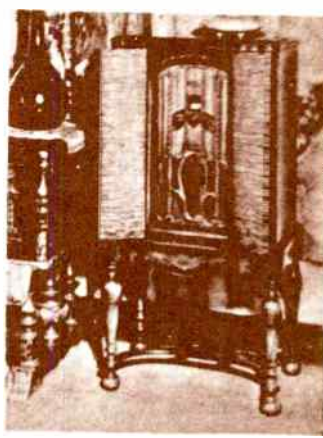
**STROMBERG-CARLSON 20, \$225**  
Superhet., 4-var-mu, 2-27,  
2-45, 80



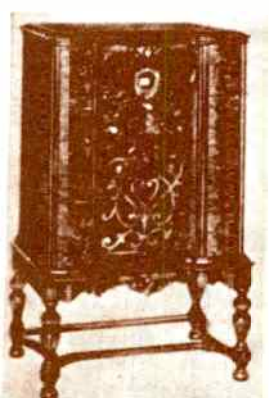
**CROSLY SONGSTER, \$379.50**  
Superhet., 3-24, 2-var-mu,  
pent., 80



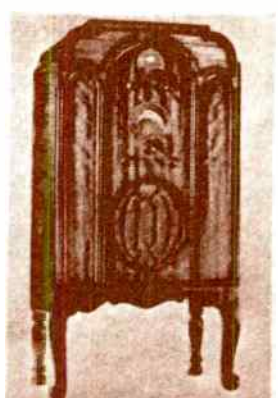
Zenith Model 24



**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., 3-24, 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"

"Ad a ransphon" a.c. model 567. Two cathode type screen-grid r.f. tubes, power detector, filament type penodic audio amplifier. 38 Guineas, complete (\$94)

"Lissenola" transportable four. Battery operated, two screen-grid r.f. stages, detector and one audio 33 Guineas, complete (\$108)

Single variable length control, r.f. table model

Tuned radio frequency semi-lounging console

# They're Not Called Radio Sets

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

"Siemens" four tube, screen-grid table model

"Telefunken" 32. 3 tube, a.c., line operated model. 200 Schilling (\$42)

"Arcofer" radio and phonograph combination

In GERMANY it's "Rundfunk Empfänger"

In AUSTRIA it's "Rundfunk Empfänger"



In SWEDEN it's "Radlo Mottagare"

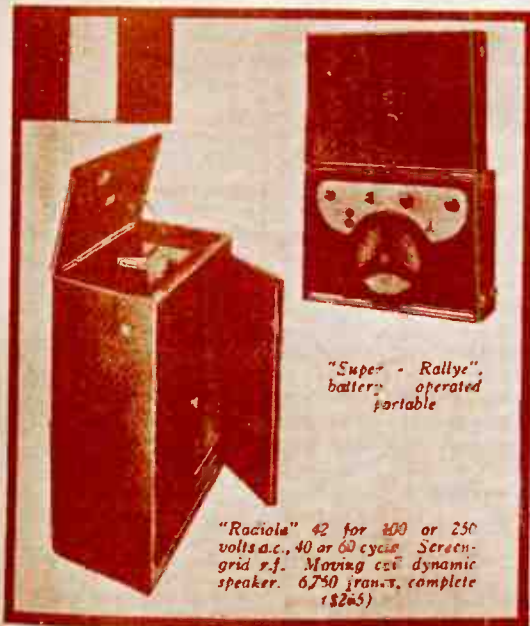


In HOLLAND it's "Radlo Ontvang Toestel"



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 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.

## 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

## 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-Cho*

## SPORTS

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

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

## TOP PLAYS

*The Animal Kingdom*

*Dinner At 8*

*When Ladies Meet*

*Goodbye Again*







JACKSON-BELL 25,  
\$29.95



PILOT "BROAD-  
CAST," \$44.50



PILOT "DRAGON,"  
\$59.50

*Shortwave and  
broadcast bands*



JACKSON-BELL 38,  
\$59.95

*45 to 16,670 kc., 5 tubes*



JACKSON-BELL  
MODEL 62

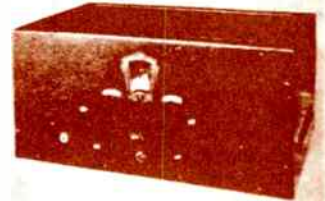


G-E J-100  
10 tubes



JACKSON-BELL  
26SW, \$49.95

*545 to 1715, 2400 to  
1,520 kc., 6 tubes*



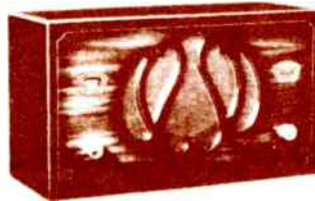
HAMMARLUND  
"PRO," \$160.40

*1,500 to 20,000 kc.,  
8 tubes*



KOLSTER K-110,

\$59.75  
*8 tubes*



GLORITONE 25A,

\$29.95  
*5 tubes*



PIERCE-AIRO 1

*520 to 4,200 kc.*



STEWART-WARNER "TABLE"  
6 tubes



A-K 228  
4 tubes



A-K 567  
7 tubes



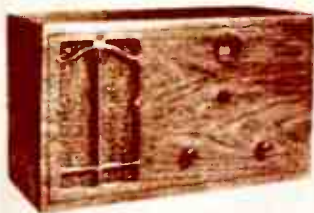
PHILCO "BABY GRAND," \$36.50,  
\$46.50, \$68.50  
5, 6, 8 tubes



CROSLY TRAVO  
DELUXE



SIMPLEX "N," \$33.50



PHILCO 52-C, \$39.50  
5 tubes



SIMPLEX "P," \$36.50  
550 to 1,000 Hz.



AUDIOLA 517,  
\$29.95  
Shortwave and broadcast  
bands, 5 tubes



AUDIOLA 811,  
\$49.95  
8 tubes



SIMPLEX "Q," \$41.50  
550 to 20,000 Hz.



# ATWATER KENT RADIO

WITH THE  
**PENTODE TUBE**  
(SUPER-HETERODYNE)

**\$69<sup>50</sup>**

**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 $\frac{1}{4}$  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 —

## \$ **63<sup>30</sup>**

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**

# YOU CAN'T BEAT *Emerson* FOR QUALITY RADIO AT LOW PRICE!



**EMERSON Model M-55**

5 Tube Super heterodyne in charming Gothic cabinet of rich two-tone finish. Latest engineering—Superior radio circuit—New type of Tubes—Stack of R.F. ahead of Plate Detector—Innovative Detector—Six Tube Circuit—Tone Control—Eight-inch Dynamic Speaker—Single Control R.F. Dial—Block Output Tube

17 1/2" high, 13" wide, 10 1/2" deep

**\$39.50**



**EMERSON Radio Chest**

L-539 (A.C.)  
L-459 (D.C.)

A cabinet of unique beauty and design. The A.C. Model is a 5 tube T.R.F. Receiver. The Direct Current Model effectively utilizes four tubes. Both have latest type tubes, three-tuned stages, three-gang condenser, dynamic speaker, single dial control, pilot light.

18 1/2" high, 19" wide, 10 1/2" deep

**\$34.50**



**EMERSON Model L-556 (A.C.) Model L-456 (D.C.)**

Real Gothic cabinet with rich two-tone finish in light and dark walnut finish. 15 1/2" high, 13 1/2" long, 9 1/2" deep.

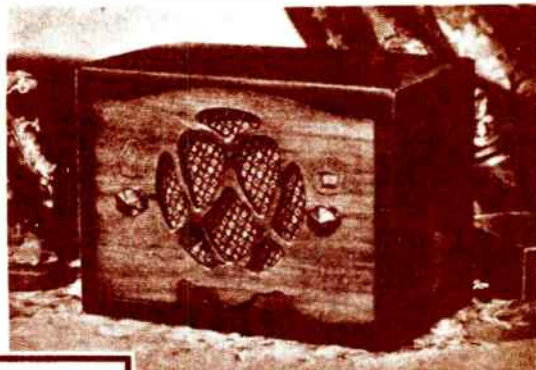
Change name to Radio Chest

**\$29.50**

**EMERSON Model L-557** \$27.50  
3 Tube A.C. or 4 Tube D.C. T.R.F. Compact Receiver

**EMERSON Model L-400** \$22.50  
4 Tube A.C.—T.R.F. Receiver  
Charming Gothic Model

All Prices are RETAIL—COMPLETE with Cunningham Tubes, Incl. Government Tax.



**RETAIL PRICE**  
**\$16.75**  
**COMPLETE**  
with Cunningham Tubes—Including Tax

### New Emerson Model L-458

Here's the final answer to the demand for a good-looking compact radio, capable of **QUALITY PERFORMANCE** at a rock-bottom price. This set makes use of no obsolete parts—it is of the very latest engineering design—employing new type of tubes (1 No. 58, 1 No. 57, 1 No. 347 and 1 No. 300)—Large size Transformer—Single Dial Control—Full size Dynamic Speaker. Highly sensitive, it offers volume and clarity of tone superior to many 6 and 7 tube sets.

The cabinet is finely constructed and finished in a beautiful two-tone walnut. Measures 12 1/2" long, 9 1/2" high, 7 1/2" deep. Has all of the rich simplicity and good taste that characterize the best of modern furniture design.

**DEALERS:** Again . . . Emerson Radio has "scouped" the industry in designing a radio line to exactly meet the selling requirements of the year. Pre-tested in many of the country's leading stores, the new Emerson line has proved a consistent best-seller. With new fidelity of TONE, latest 2 1/2 volt tubes, beauty of cabinet work and the right price for quick turnover at a profit—Emerson presents "America's Greatest Value" and an unparalleled opportunity for alert dealers.

Write or wire for full information and discounts. If there is no Emerson jobber in your territory, give name of principal jobber you deal with now.

Also ask for details about the **World's SMALLEST and MOST COMPACT RADIO SET—DESIGNED TO OPERATE ON ANY CYCLE, D.C. OR A.C. CURRENT—**which will be released soon!

**JOBBERS:** The Emerson line is now signed up with important jobbers throughout the country—many of whom already handle higher-priced radio lines. A few territories are still open. Wire for jobber franchise information.

**EMERSON RADIO AND PHONOGRAPH CORPORATION**  
Telephone: WAdison 9-2264  
Factory and General Office: 641 Sixth Avenue—New York, N. Y.



# Breaks Records..

## ALL in these amazing NEW SETS!



**The Crosley Five Lowboy**

**\$29.99**

Complete with Tubes Tax Paid

**The Crosley Septet**



**\$29.99**

Complete with Tubes Tax Paid



**The Crosley Septet Lowboy**

**\$39.99**

Complete with Tubes Tax Paid



**The Crosley Jewel Case**

**\$31.75**

Complete with Tubes Tax Paid



**The Crosley Book Case**

**\$31.75**

Complete with Tubes Tax Paid

Not what Crosley wants, but what the people want? Not what Crosley thinks, but what the people NEED. Here, in a nutshell you have the Crosley policy—consistently followed for years—that explains the amazing progress of Crosley and Crosley dealers.

The radios shown here are a resounding triumph over this policy. They represent values for which the public has been waiting, values that far exceed anything the radio market has ever offered. They represent extraordinary beauty, lasting craftsmanship, and a price no one heretofore even dared to dream about.

Crosley dealers, with these sets, are on the tip of the field. They catch on the one radio line that is a direct answer to public demand.



Undoubtedly this is the greatest radio ever produced. Its outstanding value is due to its unusually fine cabinet work and efficient 12 tube Super Heterodyne chassis. The cabinet is of a popular design commonly associated only with receivers a much higher price range. It has a compact, solid veneer front panel decorated with an artful floral motif. There is a decorative inlay on both sides of the front panel just as you see on very expensive receivers. The arch above the speaker grille is of burl maple. The side panels and top are of walnut veneer.

The 12 tube Superheterodyne chassis used in this cabinet has full Class "B" Amplification using the new Mercury Vapor Tube, State Control with Manual Adjustment, Meter Tuning, Automatic Volume Control, Double Tuned Tuner, Suppressor Preset, Four Range Tuning Condenser, selector, Four Range Tuning Condenser, Manual Audio Level Control, Continuous (Stepless) Tone Control, Illuminated Harlow Shadow Dial with Vernier Drive and Dual Dynamic Speakers.

Dimensions: 14 1/2" high, 14 1/2" wide, 14 1/2" deep.

**\$89.50**

Complete with Tubes Tax Paid

**The Crosley Five**

In the Crosley Five, you obtain a genuine FIVE tube Superheterodyne chassis that is non-regenerative, neutralized and completely balanced in its action. Tubes used include the new Heater Type Tubes, and are as follows: one type 44 tube as oscillating modulator, one type 48 tube as intermediate frequency amplifier, one type 45 tube as second detector, one type 42 output tube, one type 40 rectifier tube. These five tubes virtually eliminate regenerators, whistles and squeals usually found in receivers with less than five tubes. Economy is greater because of the smaller cabinet at the factory. The set is complete with an illuminated dial and a dynamic speaker. The set is beautifully finished in Mahogany and the front is decorated with a genuine walnut veneer. Dimensions: 14 1/2" high, 11 1/2" wide, 8" deep.

**\$19.99**

Complete with Tubes Tax Paid

When buying Crosley, New Mexico and west, prices slightly higher.

## THE CROSLY RADIO CORPORATION

Powell Crosley, Inc., President

CINCINNATI

Home of "the Nation's Station"—WLW





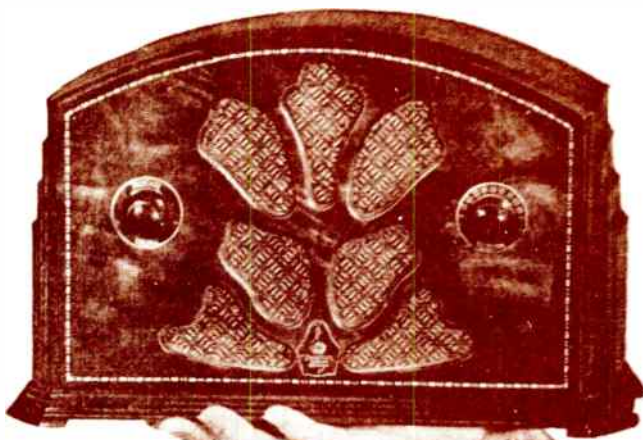
# THE NEW *Emerson* UNIVERSAL COMPACT RADIO IS GETTING A "BIG HAND" *from Important Radio Merchandisers!*

Operates from Any  
Lamp Socket - -

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

110 Volts — 25 to 60 Cycles  
SIZE: 10" wide, 6" high, 4 1/2" 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 hurl 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 "room-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 Midport 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—Twin Speakers . . . embracing a variety of styles and designs in Cabinets—Compact, Gothic, Radio-Chest type

**Other EMERSON MODELS ranging in list price from \$16<sup>75</sup> to \$39<sup>50</sup>**

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

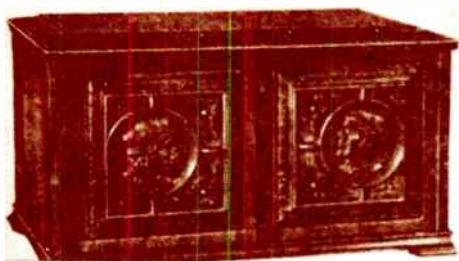
*For the Export Trade—Special Models designed to operate on Wave Lengths from 75 to 550 Meters and 200 to 2,000 Meters.*

*Write for our Catalog and full particulars*

**EMERSON RADIO & PHONOGRAPH CORPORATION**  
641 SIXTH AVENUE (Telephone: WAdkins 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 chest set.** 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**

**G**ENERAL 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 turn of a knob, 78 and 45 r.p.m. turn-table. List, \$118, complete with tubes.



**MODEL C-82—Cabinet:** Sheraton highboy cabinet of matched walnut, with lacewood overlays. . . . **Radio:** 8-tube superheterodyne provided with pentodes of the new 2 1/2-volt type, Automatic Volume Control, smoothly variable Tone Control, distortion-free Duo-Diode detector, new type-82 rectifier and Shadow-Line tuning dial. Twin speakers assure unusually perfect reproduction. List, \$88, complete with tubes.



**MODEL C-73—Cabinet:** Elizabethan lowboy of matched walnut. . . . **Radio:** 11-tube superheterodyne with the new 2 1/2-volt tubes, 100% pentode amplification, noiseless tuning, Automatic Volume Control, Duo-Diode detector, push-pull pentode output, full-range Tone Control, full-dynamic speaker. List, \$89.50, complete with tubes.



**MODEL C-83—Cabinet:** Heppelwhite lowboy console in panelled American walnut. . . . **Radio:** 8-tube superheterodyne using new type-58 and 57 pentodes, Duo-Diode detector tube, Automatic Volume Control, full-range Tone Control, image rejector, mercury-vapor rectifier, and large dynamic speaker. List, \$66, 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, \$54.50, complete with tubes.





#### ◀ COLUMBIA RADIO—MODEL C-95

Shoe-rain cabinet of selected, matched walnut, beautifully stained. The chassis is a full super heterodyne, with a device to cut out inter-station noise, high-light—low-light tuning, new 2 1/2-volt tubes, dual-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 . . . . .

**\$139<sup>50</sup>**



#### ▲ COLUMBIA RADIO—MODEL C-183

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 . . . 2 1/2-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.



Copyright 1932







HAMMARLUND  
"COMET," \$175  
*545 to 21,175 kc., 8 tubes*



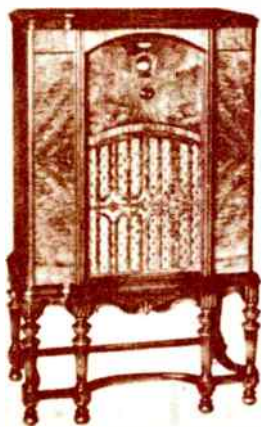
KENNEDY 366A  
*545 to 20,000 kc., 12 tubes*



KENNEDY 266  
*545 to 20,000 kc., 12 tubes*



KENNEDY 164  
*545 to 20,000 kc., 10 tubes*



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

# New Products



HOWARD  
"DE LUXE"  
*19 tubes*



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



APEX 120B  
*12 tubes*

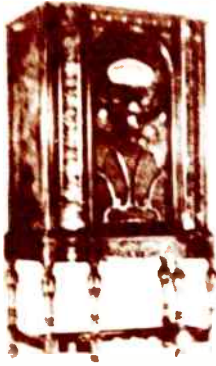


GLORITONE 9B  
*9 tubes*



APEX 12B  
*12 tubes*





STEWART  
WARNER 50

52" x 18" x 12" h  
10 tubes



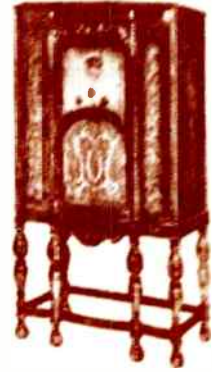
STEWART  
WARNER 51

52" x 18" x 12" h  
10 tubes



PIERCE-AIRO 400

52" x 18" x 12" h  
7 tubes



PIERCE-AIRO 245

52" x 18" x 12" h  
7 tubes



KOLSTER K-120,  
\$74.75

8 tubes



MAJESTIC  
MODEL 52



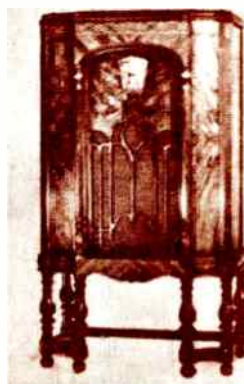
PILOT "DRAGON,"  
\$79.50

Shortwave and  
broadcast bands



KOLSTER K-140,  
\$144.75

10 tubes



KOLSTER K-130,  
\$99.75

9 tubes



AUDIOLA 1168,  
\$99.50

11 tubes



AUDIOLA  
67-10AW, \$89.50

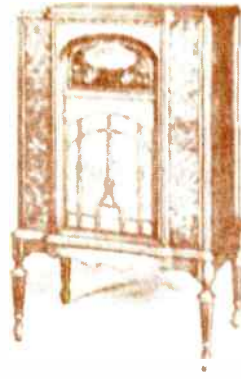
Shortwave and broadcast  
bands, 20 tubes



REVERE U.S. 500 50  
12 tubes



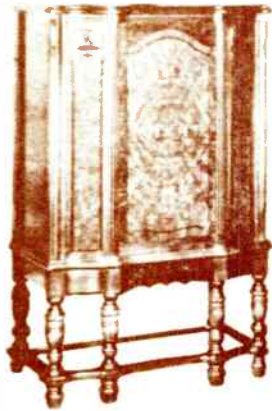
A K 169 & 260  
12, 10 tubes



A K 188  
10 tubes



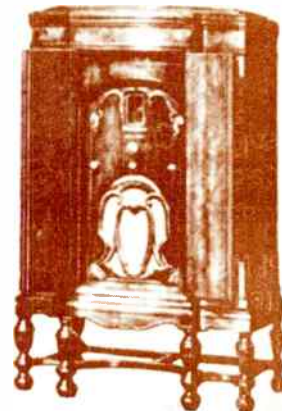
S M "Q" \$139.50  
10 tubes, 12 tubes



RCA R-78, \$139.50  
12 tubes



GULBRAHNSEN  
CHICAGO ILL.



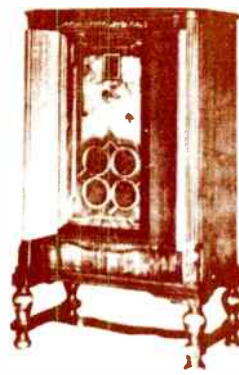
STROMBERG-CARLSON 24  
Automatic combination



JACKSON-BELL 38,  
\$79.95  
545 to 16,670 kc., 8 tubes



STROMBERG-CARLSON 38

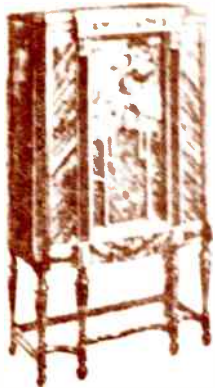


STROMBERG-CARLSON 39



STROMBERG-CARLSON 41  
Automatic combination

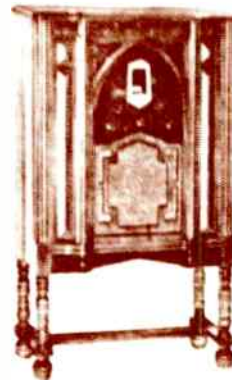




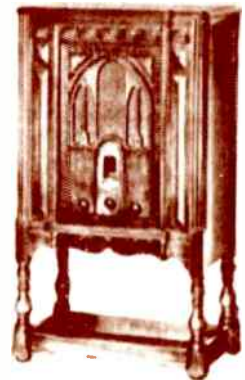
PHILCO 71L, \$150



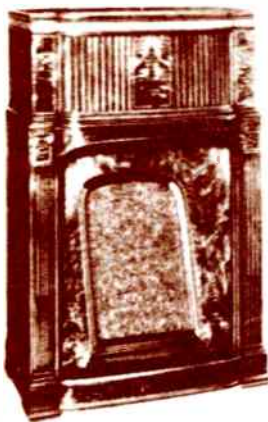
PHILCO 71L, \$59.50



G-E J-86  
5 tubes



G-E J-88  
Phono Combination &  
tubes



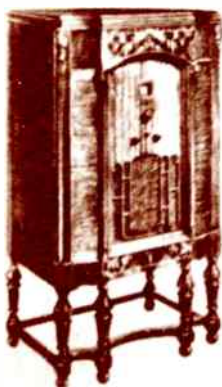
PHILCO 15DX, \$250  
11 tubes



SILVER MARSHALL



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



PHILCO 22L, \$129.50



PHILCO, 91L, \$89.50



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



CAPEHART 11, \$234.50  
Automatic combination,  
10 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*



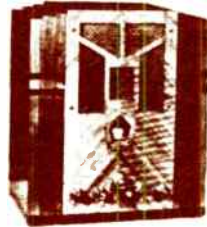


# More New Lines Announced



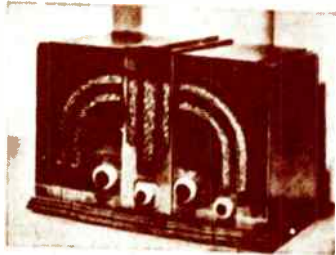
Steel Harmonic dual-wave, \$29.95

\$42.95



Zenith Model 288

SPARTAN N-61  
\$24.95



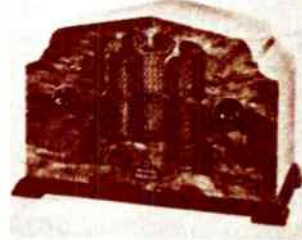
EE Model K-53M

\$35.95



Steel Model 602

\$39.50



ICA Universal Mascot

\$25.00

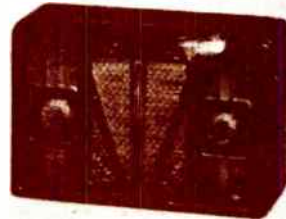


Crosley 6H2 table model a.c. job



RCA Victor Model R-27

\$19.95



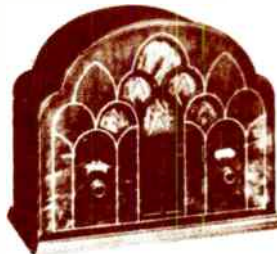
Freshman-Belmont Personal Radio

\$25.00



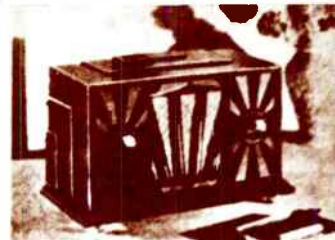
**CROSLY LEADER D**  
\$17.50

4 tubes, dual range



Majestic Model 75

\$27.50



Tom Thumb, Jr.

4 tubes, a.c. job

\$30.00



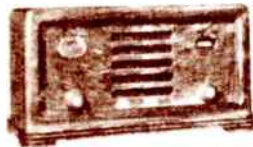
ZENITH 705, \$24.95  
6 tubes

CLARION 150



RCA-VICTOR R-22-S  
\$24.75

CLARION 122



ZENITH 706, \$27.95  
6 tubes

GULBRANSEN



RCA-VICTOR R-22-W  
\$24.75

U.S. RADIO 3092, \$19.95



ZENITH 711, \$34.95  
6 tubes

CROSLEY "TRAVO",  
\$12.99

*Fluorescent*



FRESHMAN-  
BELMONT  
*Model 515 - 11 tubes - \$24.75*

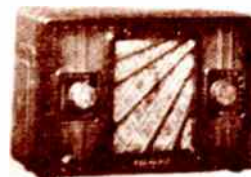
PIERCE-AIRO  
"DEWALD" 551, \$27.50

*7 tubes - \$27.50*



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

GE L-50, \$24.75  
*5 tubes - \$24.75*



FRESHMAN-  
BELMONT 425  
*4 tube ac d.c.*

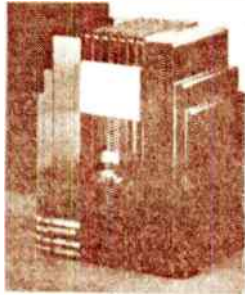
BALKEIT 44, \$17.50  
*5 tubes - \$17.50*







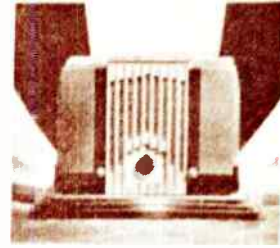
LYRIC U55, \$25  
*5 tubes a.c. d.c.*



AIR KING, \$34.50



PHILCO 16B  
*5 tubes*



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



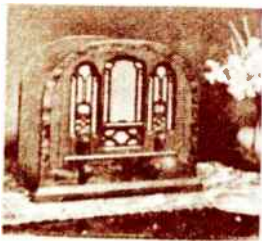
ATWATER KENT 165,  
\$29.90  
*5 tubes, police calls*



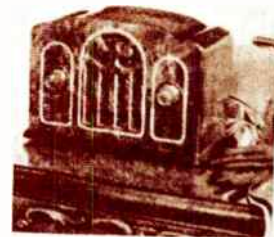
U. S. RADIO "GLORI-  
TONE" 24, \$17.95  
*4 tubes*



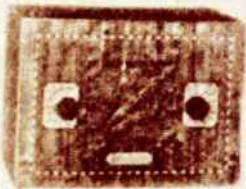
COMMONWEALTH  
170  
*7 tubes*



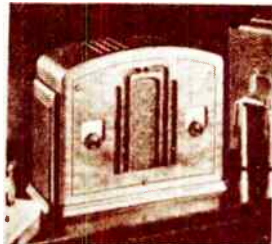
ATWATER KENT 708,  
\$59.90  
*All-wave, 8 tubes*



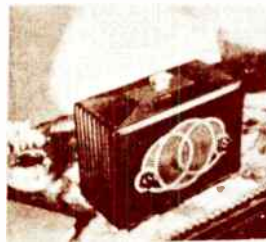
PIERCE-AIRO  
"DEWALD" 550, \$25  
*5 tubes a.c. d.c.*



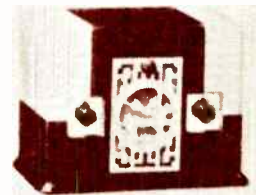
AUDIOLA 5W, \$25  
*5 tube a.c. d.c.*



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

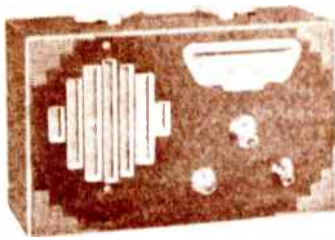


COLONIAL 300, \$30  
*5 tube a.c. d.c.*



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





Auto Electric Portable  
Auto Riders

Auto Electric Portable  
Auto Riders  
This set is a portable radio with a built-in speaker and a battery pack. It is designed for use in automobiles and is a popular choice for travelers. The chassis is compact and easy to handle, making it ideal for on-the-go listening.

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

The 32 volt D.C. set of the Delco Appliance Corp., (Rush St., N. Y.), has 7 tubes (2 35 Z 56, 2 35 Z 35, 1 110 A.C. 6m control, electro-dynamic speaker). These sets become complete by use of the Delco cabinet which is standard equipment. It comes in the "Country Home" set, designed with two speakers and the "Farm and Home" set, a smaller one with one large speaker.  
For 110 A.C. a five tube set is supplied. Tube complement: 2 35 Z 56, 3 2 41 50. This set has electro-dynamic speaker, noise suppressor and comes in the same cabinets as the 32 volt sets.  
It is known as the "World's Fair" in the six legged console with twin speakers, and as the "Airline" in the smaller console.—*Radio Retailing*, February, 1933.



Bulker Radio



### "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 D.F. set using a 6T6, 6106, 28 and 12Z3. 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



Halson Receiver

Model L.B.A. of the Halson Radio Mfg. Corp., 45 E. 57th St., New York City, has a four tube set using a 1 5Z5, 1 6X4 and 2 250. It is an auto radio set in a light walnut cabinet. Also available in a special cabinet as Model 1004 and in a cabinet type wooden cabinet Model 31A.  
Model 20 A is a five tube super heterodyne set using 1 25Z5, 1 6X4 and 2 250. This set picks up long and short wave as well as police call. Also an auto radio model.  
The prices are \$11.95, \$14.95, \$16.95 and \$18.95.  
Halson offers an auto radio set with 4 chromator. It is a six tube super heterodyne listing at \$29.00.—*Radio Retailing*, May, 1933.

### Empire Set

Model 100 of the Empire Radio Corp., 145 E. 17th St., New York City, has a four tube set using 1 5Z5, 1 6X4 and 2 250. It is an auto radio set in a light walnut cabinet. Also available in a special cabinet as Model 1004 and in a cabinet type wooden cabinet Model 31A.  
Model 20 A is a five tube super heterodyne set using 1 25Z5, 1 6X4 and 2 250. This set picks up long and short wave as well as police call. Also an auto radio model.  
The prices are \$11.95, \$14.95, \$16.95 and \$18.95.  
Halson offers an auto radio set with 4 chromator. It is a six tube super heterodyne listing at \$29.00.—*Radio Retailing*, May, 1933.



Several models of the Mickey Mouse set made by the Emerson Radio & Phonograph Corp., 641 Sixth Ave., New York City, are available for your choice.  
The set measures 14 1/2 x 14 in. and can be used on either 110 or 110-120 volts, 250 or 250 V. Also adaptable for 220 volt operation. The cabinet is in 70, 6PT, 28 and 1V.  
There are three sets in black with silver trimmings, ivory with light green trimmings and walnut with carved Mickey Mouse characters (illustrated). Each Radio at \$25.—*Radio Retailing*, October, 1933.

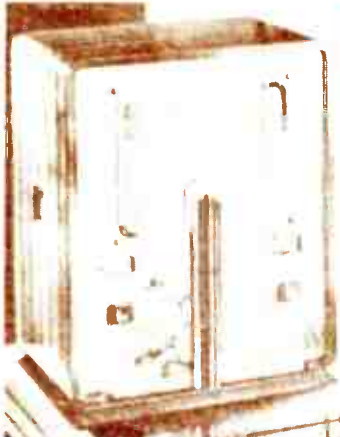
# NEW

### Mickey Mouse Radio

Several models of the Mickey Mouse set made by the Emerson Radio & Phonograph Corp., 641 Sixth Ave., New York City, are available for your choice.  
The set measures 14 1/2 x 14 in. and can be used on either 110 or 110-120 volts, 250 or 250 V. Also adaptable for 220 volt operation. The cabinet is in 70, 6PT, 28 and 1V.  
There are three sets in black with silver trimmings, ivory with light green trimmings and walnut with carved Mickey Mouse characters (illustrated). Each Radio at \$25.—*Radio Retailing*, October, 1933.



THE KING



**MASTER SIX Model 461**—6 tubes (2 Duo-Valve). Finished with walnut front, chromium grille. Tone control. A. V. C. Police calls. \$42.50



**QUETTE Model 55**—3 tubes (3 Duo-Valve). Lacquer finish, chrome top and bottom; chromium grille. A. V. C. Police and short-wave to 4400 K. C. \$22.50



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

# Majestic

## "SMART SET" APPEARANCE



**STUDIO Model 59**—5 tubes (3 Duo-Valve). Quarter-oiled birch; two-tone, natural and ebony; chromium grille. A. V. C. Police 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. Police 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!



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

**GOTHIC Model 196**—6 tubes (2 Duo-Valve). Brown walnut finish. Tone control. A. V. C. Police calls. \$22.95

**GOTHIC Model 195**—5 tubes (3 Duo-Valve). Brown walnut finish. A. V. C. Police and short-wave to 4400 K. C. \$29.95



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



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







# ★ ★ ★ ★ ★ DEWALD

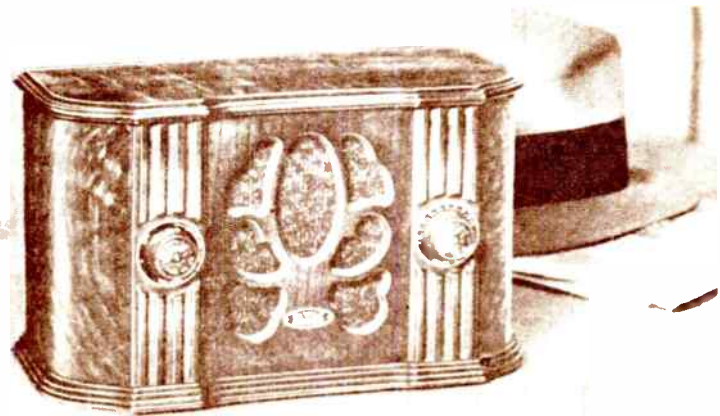
## A Complete AC-DC

### The Famous

#### ★ MODEL 551 DE LUXE

An exquisitely inlaid walnut cabinet of new and exclusive design. The last word among the little fellows. Create new standards of appearance, selectivity and sensitivity. A giant among the midgets, it will break sales records in 1933.

\$30.00

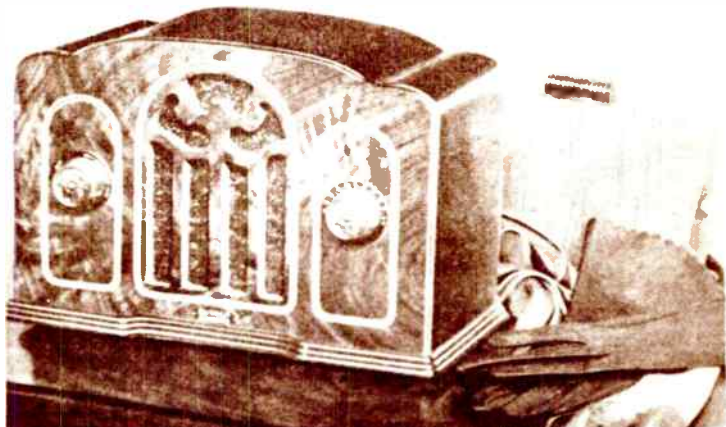


These are the two new DeWald compacts — Superheterodynes, both of them, with improved Dynamic Speaker and hairline tuning to within 10 kilocycles. The new tubes (25-Z5, 77, 78, 44 and 43) are standard equipment. 110-220 Volts, 25-60 Cycles, AC-DC. Weight 7½ pounds. Chassis heatless. Built in aerial.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

#### ★ MODEL 550

Identical in most respects with the Super 551 shown above, but the same at a lower price. Formidable in performance. Flat finish due to inlaid walnut cabinet with inlay.

\$25.00



▼  
▼  
▼  
JOBBER'S

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.

LIDO

Here 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 *3-tube* performance.

**RIVIERA Model 906**

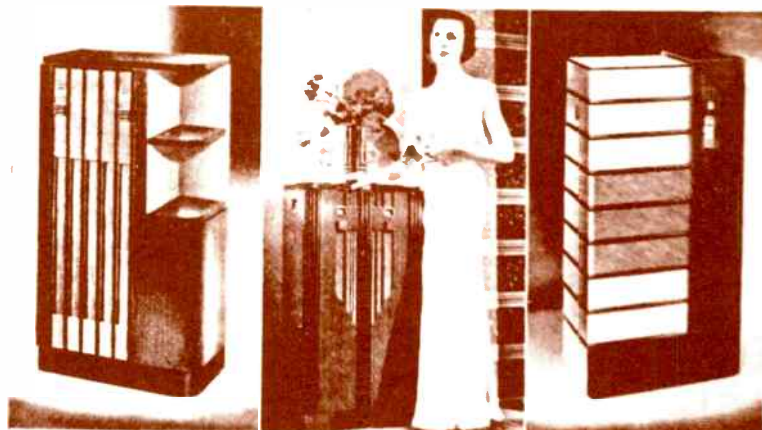
Authentic modernism in a stunning console. Four tones of wood—rosewood, walnut, natural, and ebony.

**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

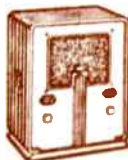
RITZ

PARK AVENUE

**CENTURY SIX Model 163**



**MASTER SIX Model 161**



**STUDIO Model 59**



**DIETTE Model 55**



**TWIN-SIX AUTO Model 66**



1933



# AGAIN.. *Emerson* LEADS THE WAY!

with this Complete Distinctive Line of AC-DC "Compacts"

"The Handful Radio that Works Anywhere"



8 1/2 in. wide  
10 1/2 in. high  
5 in. deep  
Weights only  
9 pounds.

## 6-Tube SUPERHETERODYNE with DYNAMIC Speaker and 3-GANG Condenser

Emerson Model 35 operates from any lamp socket on either AC or DC current—110 volts—25 to 60 cycles. It is housed in a cabinet of the finest craftsmanship. This set is typical of the sales-appeal all the new Emerson models possess.

**\$32<sup>50</sup>**

COMPLETE with Cunningham tubes and built-in aerial.

Most unusual radio cabinet, of Sheraton design. Solid walnut construction with finest burl walnut veneers, hand rubbed finish. Circuit uses the following latest-type tubes: 2-78, 1-77, 1-88, 1-43, 1-2BE5. Exceptional tone quality—Automatic Volume Control.

**DEALERS—Jobbers** handling Emerson Radio are now located in every large center. If you don't know your nearest jobber, write or wire us for his name and full particulars on the Emerson 1933 line.

All Emerson Sets are also adaptable for use on 220 volts.

**EMERSON RADIO AND PHONOGRAPH CORPORATION**  
641 Sixth Avenue      NEW YORK, N. Y.



**5-Tube Superheterodynes with Dynamic Speakers**  
*Operate on both AC and DC—110 volts—25 to 60 cycles.*

**\$30**

**\$30**

**\$25**

MODEL 25a—Handsome design in modified Gothic Burl walnut. Complete with 5-tube and aerial.

**Operate on ANY Current ANYWHERE**  
—6 volt and 32 volt as well as 110 and 220—AC and DC—any cycle

**\$25**

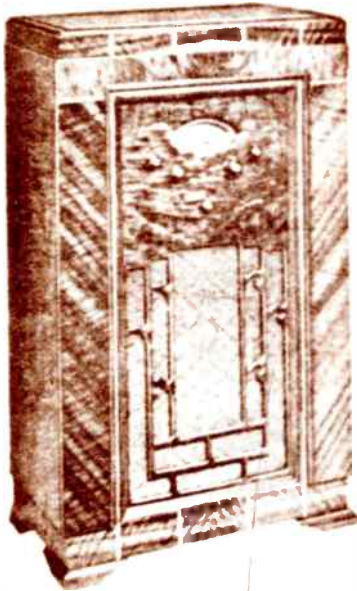
EMERSON UNIVERSAL COMPACTS

MODEL 25A—the radio that set a new style. Complete with tubes and aerial.

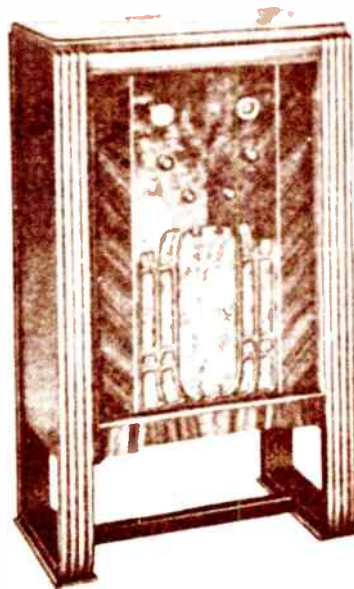
**\$17<sup>95</sup>**

MODEL 20A—Great grade bakelite cabinet. Amazing value. Complete with tubes and aerial.

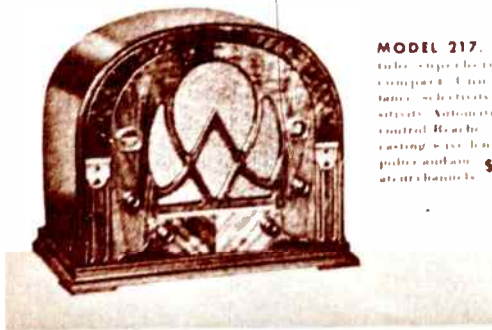
# ATWATER KENT RADIO



**MODEL 510.** The finest in cabinet radio design because the cabinet is a work of art—shown on opposite page. It is a masterpiece, but only in the sense that it is a masterpiece of the national trend in design. It is the "A" feature of Progress Exposition. It has a value plus and cost of all the radio sets you place in your car. **\$99.00**



**MODEL 667.** It is the finest in cabinet radio design because the cabinet is a work of art—shown on opposite page. It is a masterpiece, but only in the sense that it is a masterpiece of the national trend in design. It has a value plus and cost of all the radio sets you place in your car. **\$59.50**



**MODEL 217.** The finest in cabinet radio design because the cabinet is a work of art—shown on opposite page. It is a masterpiece, but only in the sense that it is a masterpiece of the national trend in design. It has a value plus and cost of all the radio sets you place in your car. **\$45.00**

**MODEL 708.** An 8 tube set with full performance sound and orchestra set and built-in car radio set. It has tremendous power and a frequency range of 500 and 20,000 kilocycles. Designed to fit conveniently in your car. **\$59.00**

**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 1933. "Five value" in every model to the nth degree. And in so 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**





# ATWATER KENT RADIO

# ITS

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.

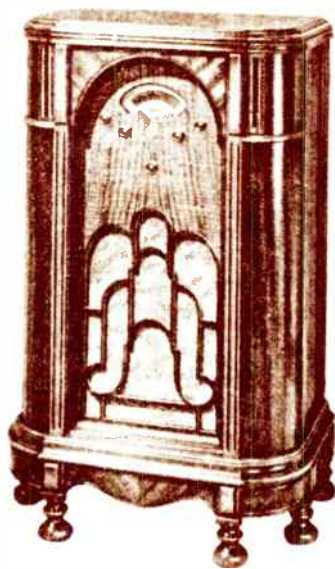
Atwater Kent Radio for 1934 is the PROFFIT line for every dealer who sells it.

*Rocky Mountain region and west — prices slightly higher*

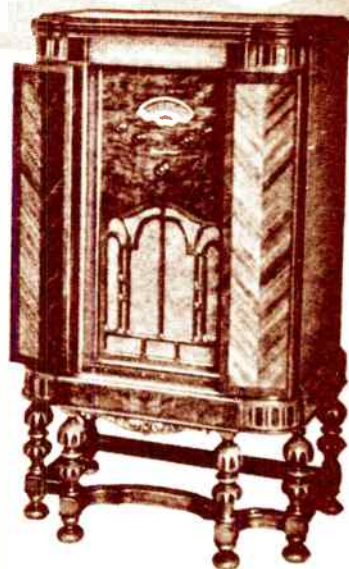
**ATWATER KENT  
MANUFACTURING COMPANY**

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

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



**MODEL 310.** The faithful tone of this remarkable 11 tube receiver sets new standards in radio equipment. 1-gang condenser, automatic volume control, 1-point tone control, shadow tuning, silent tuning, poles and ammeter signals. Six-legged cabinet of interesting design. \$89.00 and richly finished wood.

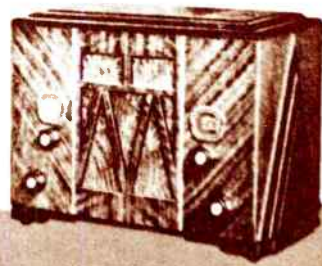


**MODEL 711.** The ultimate in radio receivers. 11 tube combination broadcast and short wave superb performance. 1-gang condenser, automatic volume control, 1-point tone control, silent tuning and "shadow" tuning, improved volume control, new Atwater Kent ambiform type speaker, all wave tuning from 540 to 21,000 k cycles. Richly carved cabinet of mahogany and blonde woods, equally attractive with \$150.00 French doors open or shut.



**MODEL 165.** Remarkable tone and great volume for so reasonably priced a set. 5 tubes, automatic volume control, poles and signals. Full-size speaker in this artistic small cabinet of beautiful design. \$29.00 and richly finished wood.

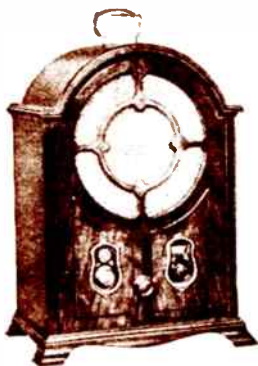
**MODEL 275.** For those wanting the very latest in design, this new, smart model is small radio made by V.C. and H.C. units. 80% high I.C. exceptional tone due to improved and larger speaker. This modern small radio is surprisingly low priced at \$29.00.



# 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 tube used in K-50 plus another new type tube used as a second detector and A.V.C. Exceptionally handsome cabinet, following highly successful early Mantel Clock design. List price, **\$37<sup>50</sup>**



#### 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, **\$24<sup>95</sup>**

#### 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,

**\$49<sup>95</sup>**



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.

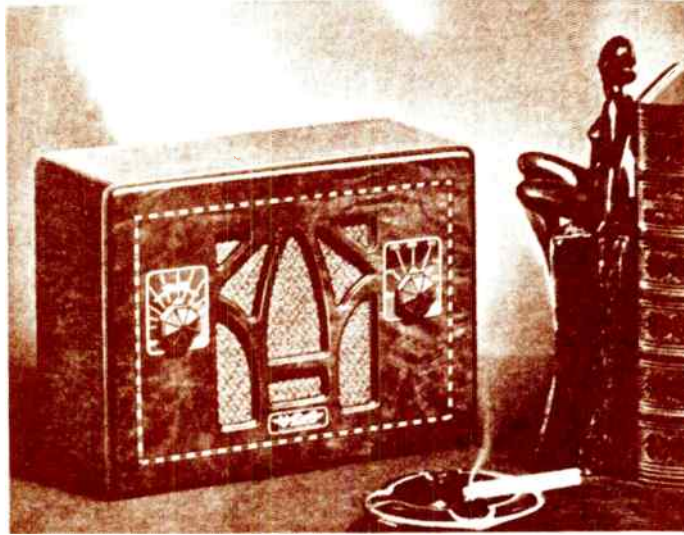
GENERAL  ELECTRIC RADIO

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 3084, 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. 125A A battery; 3 No. 250B 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; 2 No. 232; 1 No. 234; 1 No. 253—all 1.2 volt. Cabinet dimensions: 26 1/2" high; 19" wide; 8 3/4" deep. Price **\$29.95**

Complete with tubes and batteries

### U. S. Radio Battery Model 3084

Chassis identical with model 3084 except this receiver is supplied without batteries. Tube equipment: 1 No. 230; 2 No. 232; 1 No. 234; 1 No. 253—all 1.2-volt. Cabinet dimensions: 14 1/2" high; 13 1/2" wide; 7 1/2" deep. Price **\$19.95**

Complete with tubes, less batteries



Another battery receiver in the U. S. Radio line (not illustrated) Model 3084, 9-tube battery ensemble with latest engineering features including new 1.25-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**

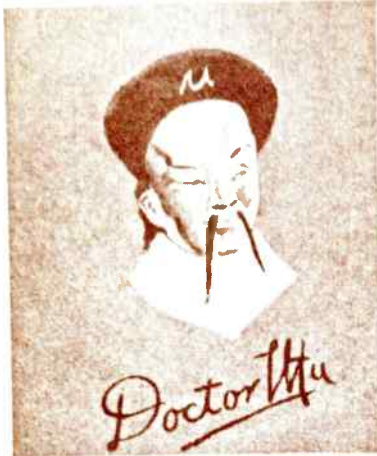
Complete with tubes, less batteries

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 84 console with 17" dynamic speaker to the "Synchronic 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 leaders 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 84.* Six legged console with sliding doors of matched Oriental walnut. Pilasters of two piece highly figured Butt walnut. Chassis is the 8-tube Superheterodyne used in Model 80. Equipped with 17" dynamic speaker. List Price \$89.50 complete. Tax Paid.



*Grebe 90.* An 8 tube Superheterodyne employing the new hit series RCA Amplifier and Detector Tubes Double Pentode 10mc. 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 serial. List Price \$27.50 complete. Tax Paid.



The **GREBE**  
*Synchrophase*  
**RADIO**

Mail the coupon today

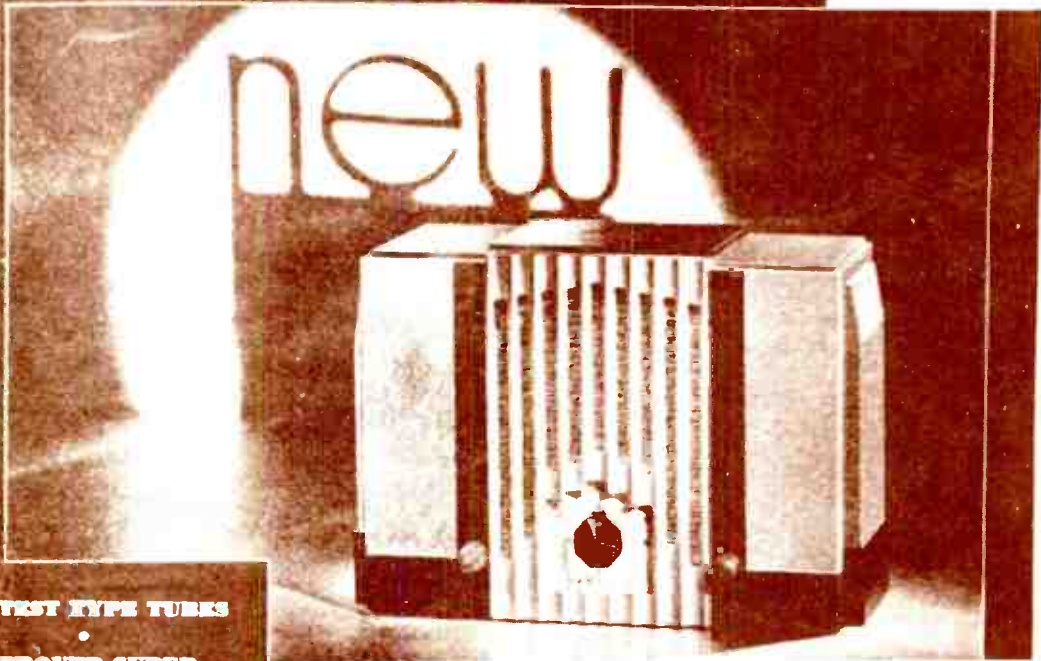
A. H. GREBE & COMPANY,  
117 Liberty St., New York

Gentlemen:  
Please send complete information about the Grebe Sales Plan and the entire Grebe Quality Line.

Name .....  
Company .....  
Address .....



# THE 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 flared 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.

*(International and Manufactured in U.S.A.)*  
INTERNATIONAL RADIO CORPORATION  
ANN ARBOR, MICHIGAN



**\$25<sup>00</sup>**

COMPLETE WITH TUBES  
DE LUXE MODEL \$2.50 EXTRA

1933

# 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 bolds . . . 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!

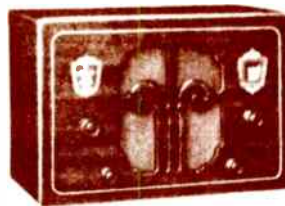
With Vibro-Power engineering results . . . to talk about, shout about, demonstrate . . . with public-preference cabinets to display and offer . . . with prices lower than ever, performance and value considered . . . with NATIONAL ADVERTISING to create the demand . . . there isn't another line in all radio that promises you such profit-possibilities this season! Write or wire for new descriptive broadside.

**UNITED AMERICAN BOSCH CORPORATION**  
SPRINGFIELD MASSACHUSETTS

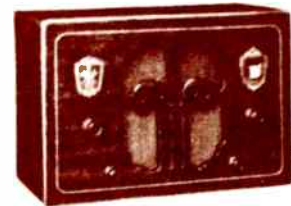
Branches: New York Chicago Detroit

Let us send you order patterns and literature on "U. S. A."

HAVE YOU HEARD THE NEWS ABOUT THE  
NEW AMERICAN-BOSCH VIBRO-POWER  
CAR RADIO—SEE THE NEXT PAGE.



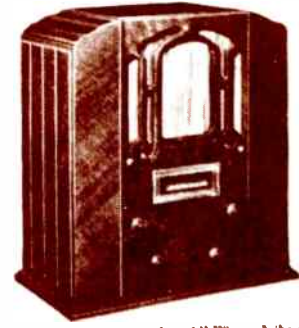
**MODEL 355**—Left for A.C.—D.C. Current and **MODEL 350** Right for A.C. Current. 8 tube, 8 tube performance. Dual Wave Vibro-Power superheterodyne Personal Radio. Portable. Size 11" wide x 7" high x 6 1/2" deep. Built-in antenna. Range 540 to 1200 Kilocycles. 500 communication channels. Full automatic volume control. Continuous type tone control. 5-gang condenser, 6 to 1 reduction for fine tuning. Illuminated 2 color calibrated dial, full floating coil large size dynamic speaker. Fire Underwriters Laboratories Approval R.M.A. seal. Solid brown tone, mahogany cabinet with genuine inlay, hand-rubbed piano finish and full wood back. **\$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. Weight 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**



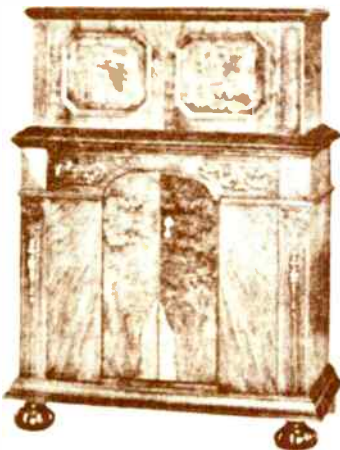
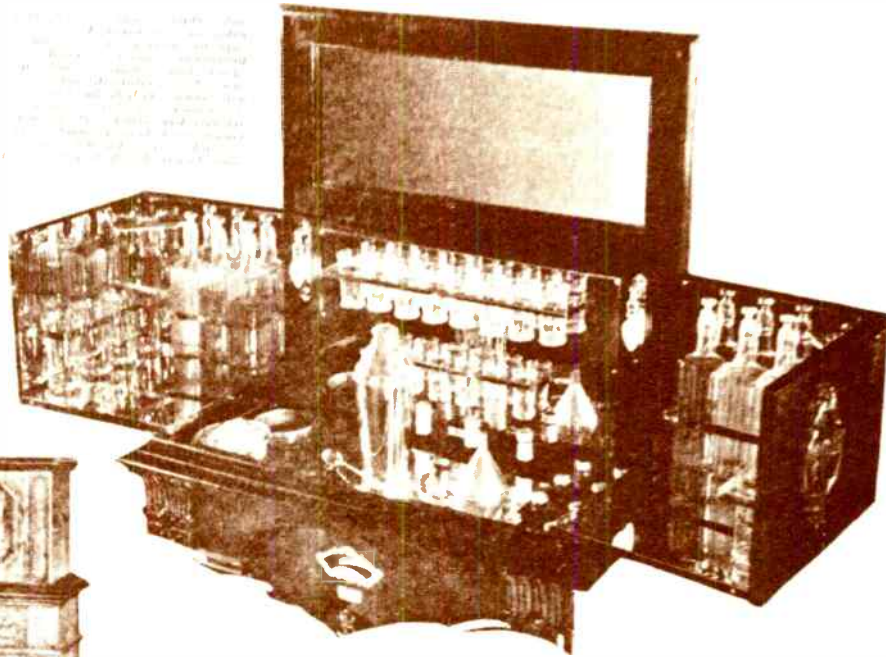
**MODEL 370T**—7 tube, 11 tube performance. Dual-Wave Vibro-Power superheterodyne Condenser, 540 to 1900 Kilocycles. 5-gang condenser; continuous type tone control. Full automatic volume control. **\$52.50**



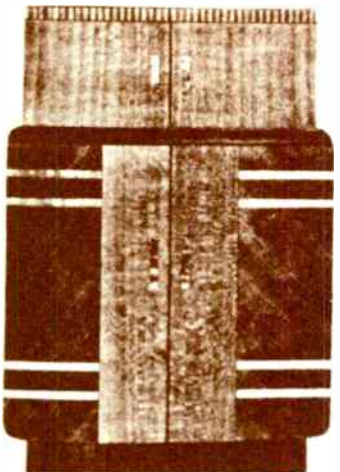
**MODEL 360T**—7 tube, All Wave Vibro-Power superheterodyne Condenser, 540 to 20,000 Kilocycles. 5-gang condenser; continuous type tone control. Full automatic volume control. **\$62.50**



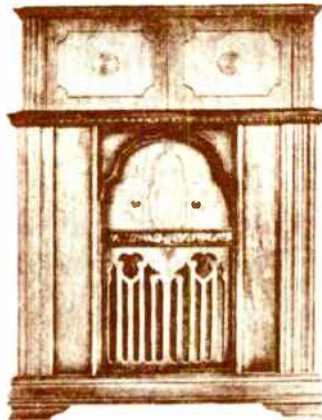
# Cash in Now on REPEAL with "RADIOBAR"



*Small text describing the cabinet's features and pricing, partially illegible.*



## Here's a timely opportunity for immediate sales



*Small text describing the cabinet's features and pricing, partially illegible.*

**All Sets Licensed  
Under R.C.A. Patents**

*Small text describing the licensing and patent information, partially illegible.*

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.

**RADIOBAR COMPANY OF AMERICA**  
270 Park Ave., New York (NY)

Kindly send full information concerning the "Radiobar" sales plan with prices and discounts.

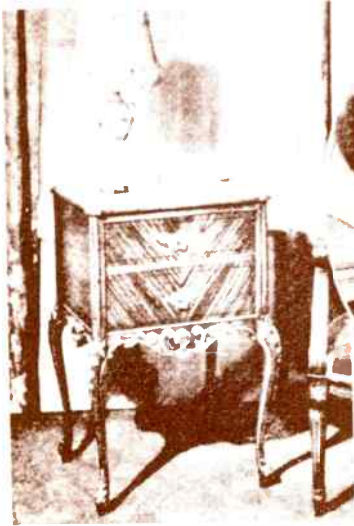
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

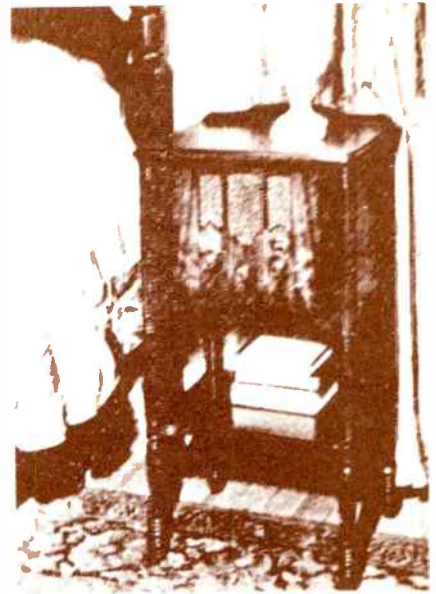
State \_\_\_\_\_

# The NEW Sets



PERIOD DESIGNS

These sets are designed to blend with the most popular of period styles. The radio set is a perfect complement to the home.



RC-VICTOR NIGHT TABLE  
\$37.50

*Current Trends  
for the  
1933-34 Season*



Atwater Kent Model 246

\$35.75



SENTINEL'S "DUOLA"

A popular new trend—a detached console set. Perfect in conjunction with a self-contained table set. \$42.50 for both set and console swaker. Portable set only, \$27.50

1933



# Announcing G-E COLOR-RADIO

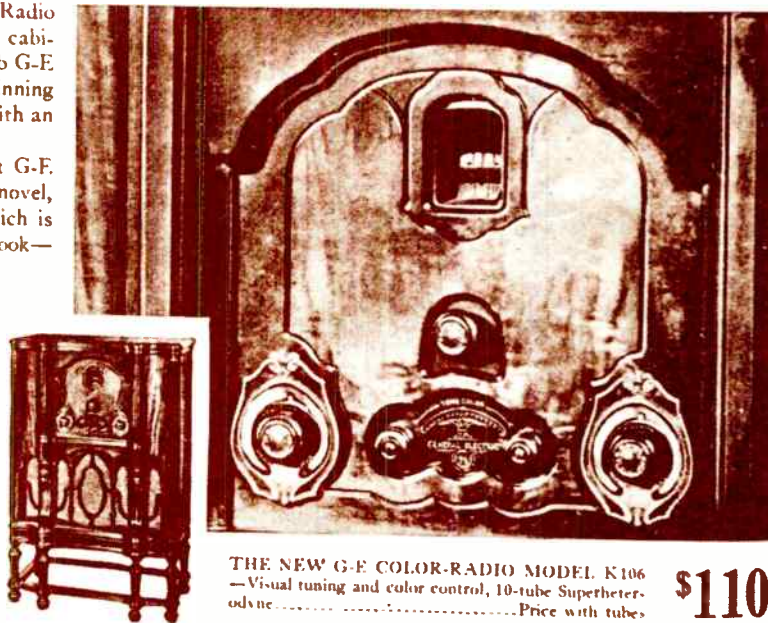
*A sensational New Model of  
the radio that wins the Tone-Tests*

**H**ERE'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.....

**\$19<sup>95</sup>**

GENERAL  ELECTRIC RADIO



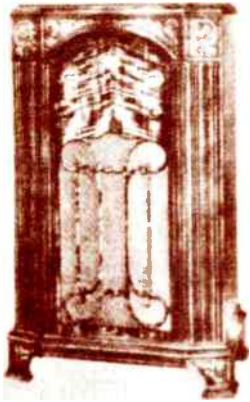
**FADA 79, \$142**  
*11 in.*



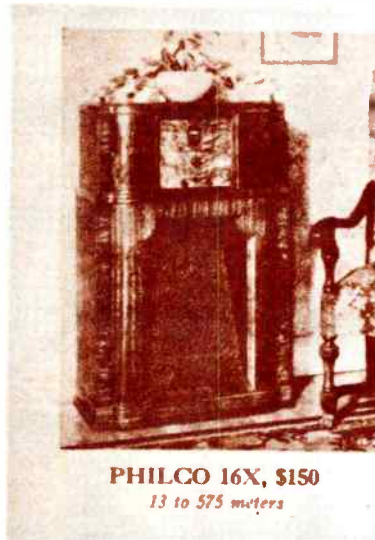
**U.S. RADIO 307A, \$29.95**



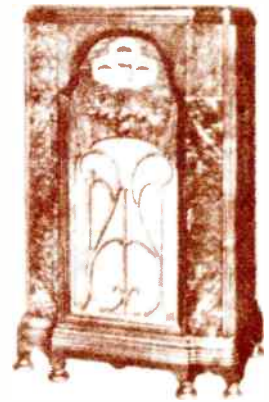
**U.S. RADIO 3040, \$29.95**



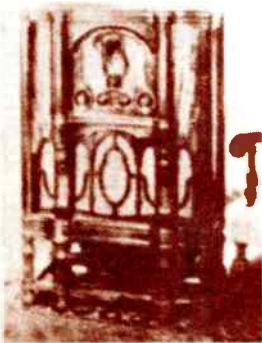
**ZENITH 750, \$39.95**  
*6 1/2 in.*



**PHILCO 16X, \$150**  
*13 to 575 meters*



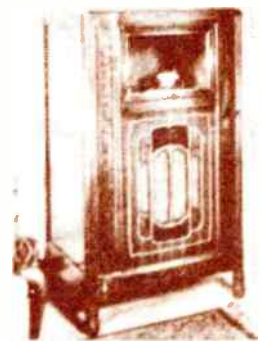
**ZENITH 760, \$59.95**



**GE K-106, \$129.50**  
*20 in.*



**ATWATER KENT NO. 5, \$69.00**



**RCV-VICTOR CE-29, \$247.50**

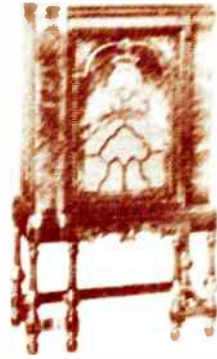




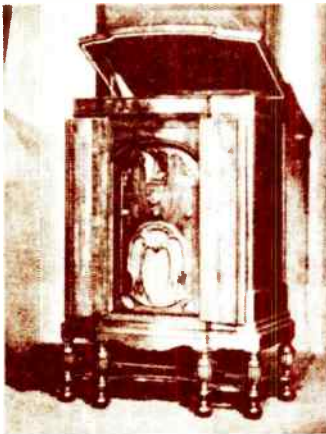
MAJESTIC 77, \$16.50



MAJESTIC 311, \$19.50



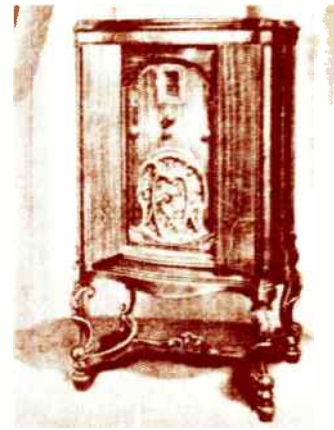
AUDIOLUX 10300D, \$85



STROMBERG-CARLSON  
54, 12 TUBES \$592.50  
*1-1/2" x 1-1/2" for Automatic  
Control disk*



PHILCO 16L, \$125  
*13 to 575 meters*



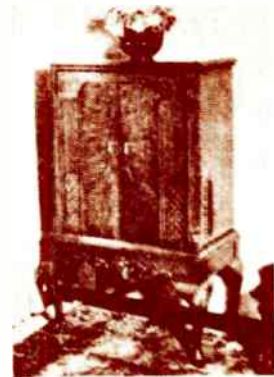
STROMBERG-CARLSON  
52, 12 TUBES \$385  
*1-1/2" x 1-1/2" for Automatic  
Control disk*



CROSLY FIVE D  
\$29.99  
*5 tubes dual rate*



CROSLY TWELVE  
\$59.99  
*12 tubes*



SPARTON  
"TRIOLIAN", \$165  
*Model 28-13 tubes*

1933

# ***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 (Fuhrer) 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*

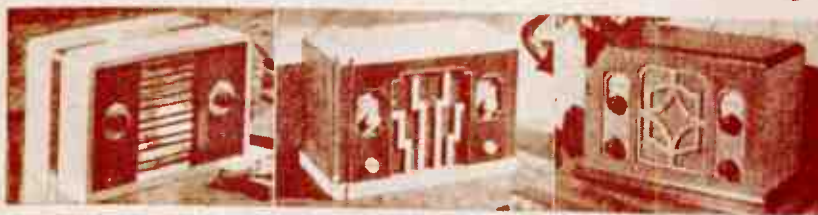
## ON THE RADIO

Mutual Broadcasting System becomes the 3rd American broadcasting chain.



Jack Benny, one of radio's best-loved comedians.

# 1934 RADIOS ★



Model FT-1—3 Tubes  
(Circuit 45-142 and 45-143)

Model ST-5-L—5 Tubes  
(Circuit 45-144, 45-145)

Model LS-11—5 Tubes  
(Circuit 45-146, 45-147)



Model SA-4-L—4 Tubes



Model SW-8S—8 Tubes  
(Circuit 45-148)



Model RS-2  
Remote Speaker Cabinet

4-tube Lyric Cruiser Auto Radio  
4 Tubes



Model NA-133—13 Tubes  
(Circuit 45-149)



● 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.

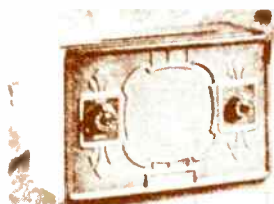
**The RUDOLPH WURLITZER MANUFACTURING CO.**  
North Tonawanda, New York

Please send complete information on your 1934 Radio Line

Distributor      Name \_\_\_\_\_  
 Dealer              Address \_\_\_\_\_  
 City \_\_\_\_\_



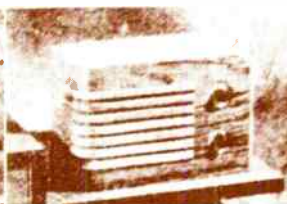
# ★ WURLITZER LYRIC



Model EC-141—4 Tubes



Model EC-144—4 Tubes



Model EM-144—4 Tubes



Model ME-144—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.*



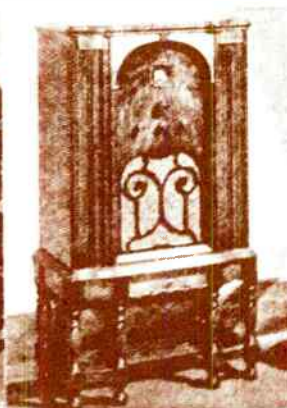
Model SE-15  
4 Tubes—11.5"  
Tall—11.5"  
Deep—AC-110



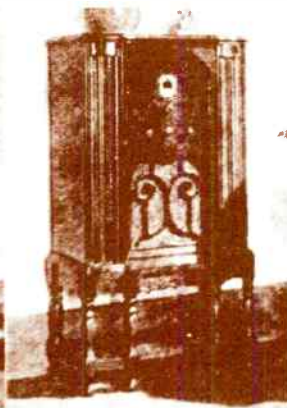
Model SE-15  
4 Tubes—11.5"  
Tall—11.5"  
Deep—AC-110



Model SA-46—4 Tubes



Model SW-89—5 Tubes

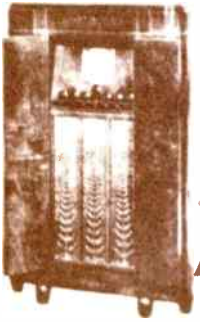


Model SA-99—9 Tubes



Model SA-129—11 Tubes

GENERAL ELECTRIC  
M125 \$225



GENERAL 7c. \$59.00

GILLILAN 81 \$71



GRUNOW 67



Belmont Model 675

GRUNOW 460

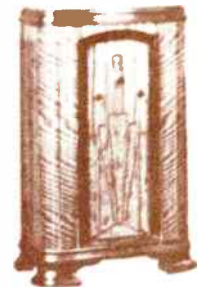


HALLICRAFTERS  
SKYRIDER...\$70

HALSON

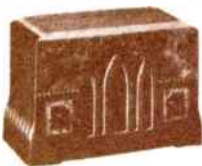


HALSON 610 \$39.65



Emerson Model 77

HOWARD  
B13...\$29.95



HOWARD  
F17...\$149.50

ICA TRIODYNE



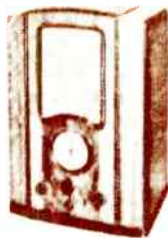
INSULINE  
SCOUT...\$17.50



American Bosch



PILOT C63...\$89.50



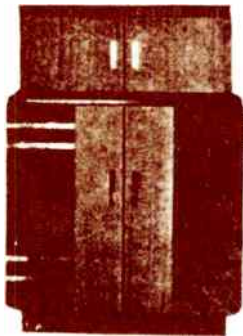
PILOT 114

RADIOBAR 3995



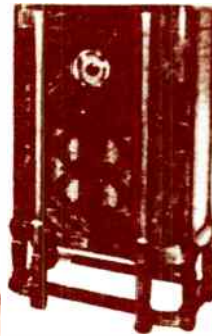
Freed Eisemann Model 3568W  
\$64.50

RADIOBAR \$249

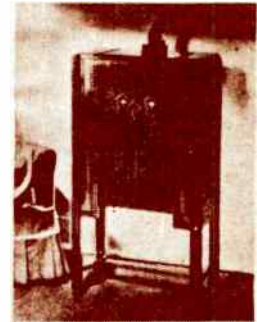


RADOLEK  
10970...\$54.50

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



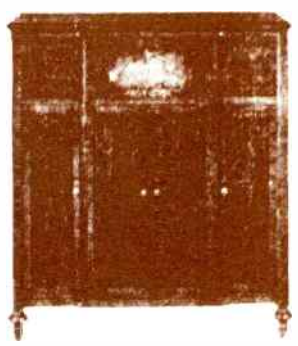
Tiffany Tone Model 150A

\$54.50


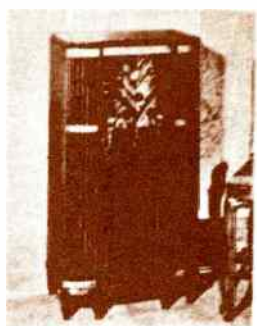
CAPEHART 404B



CAPEHART 101

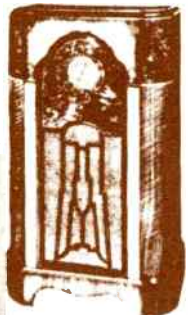


COM RAD 660 \$144.50

*L. V. M. H. I. 2*  
\$49.50


CROSLY 8HI...\$99.50




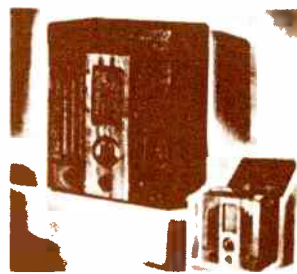
CROSLY 5M3...\$19.99



DETROLA 7A3...\$64.50




DE WALD 501A





*RCA Victor Model Duo 301*  
\$52.50  
MIDGET VS. CONSOLE  
\$46.50


DE WALD 802



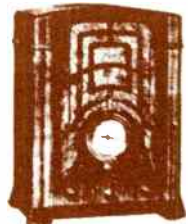
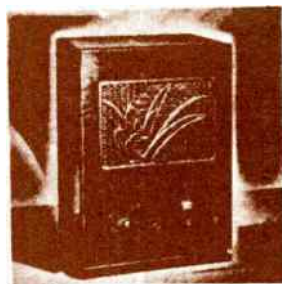
EDISON-BELL 64...\$69.50



EMERSON 38...\$39.50



EMERSON 71...\$69.50

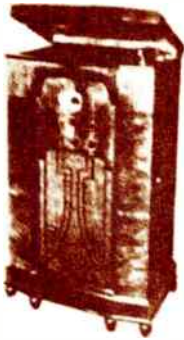
*RCA Victor Model 124*



*RCA-Victor Model 222*  
\$77.95



ACRATONE  
87...\$189.50



AMERICAN BOSCH  
440T...\$54.50

AMERICAN BOSCH  
460R...\$94.50



ANSLEY D4...\$79.50



Fairbanks-Morse Model 7014

ARKAY 421



ARKAY 633

ATWATER KENT  
145...\$39.90



ATWATER KENT  
112S...\$180



Fairbanks-Morse Model 7040

BALKEIT 70...\$34.95



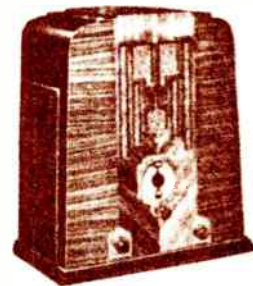
BELMONT  
575...\$29.95

BELMONT  
675E...\$54.50



CLARION  
TC-2...\$115

Sentinel 5721 All-Wave Set





7-tube Ferrrodyne receiver with all metal tubes. New Diffusalite Magic Dial.



7-tube Ferrrodyne receiver with all metal tubes. New Diffusalite 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!*

**T**HE 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 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 Diffusalite Magic Dial. Automatic station register. Sound diffusion system.



11-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



11-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



★  
(Below) 9-tube Ferradyne Round-the-World receiver with metal tubes. New Diffusalite 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 latest expression in furniture mode. The entire cabinet is made of imported Oriental wood—finger-rolled figured walnut—used on top, sides and front. Chromium trimmings, beautiful piano finish. Stands 39" high. **ENGINEERING FEATURES** of this 7-tube Superheterodyne include: 12-inch Dynamic Speaker, A.V.C. Duo-Diode Detector, Stage of R.F. ahead of First Detector, Seven Tuned Circuits, Super-Control R.F. Pentodes, Pentode 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 315 — Superb 6-tube Universal Superheterodyne \$49.50



Model 220AW — The world's most popular Universal Compact \$33



NEW! Universal Model 414. A sensation at ... \$19.95



Model 411 — famous Mickey Mouse Universal Radio... \$25

*Emerson Radio and Phonograph Corporation*



**NEW HEADQUARTERS — 111 EIGHTH AVENUE — NEW YORK CITY**

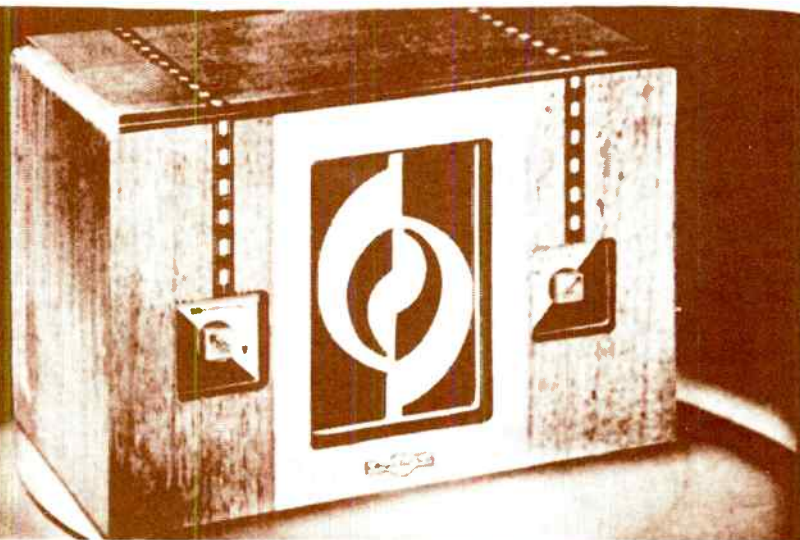


# THE NEW MAJESTIC

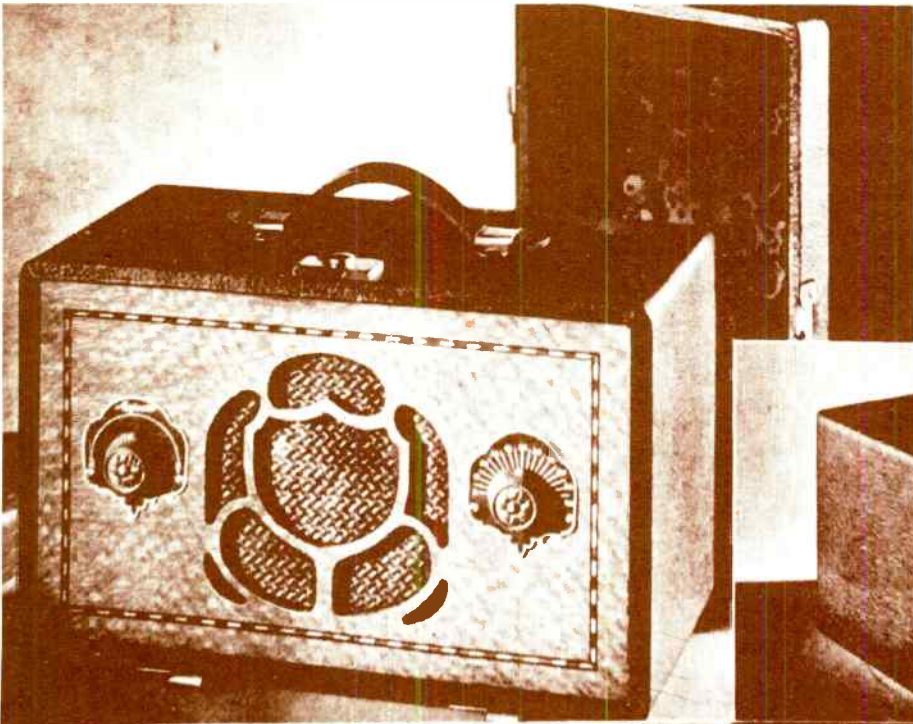
## SUPER-SIX AC-DC PORTABLES

Operates on AC or DC 110 volts  
 ... Superheterodyne ... 6 tubes ... Dynamic Speaker ...  
 Receives Police Calls ... Self-contained Aerial ... No Ground ... Compact ... Light Weight ... Sensitive ... Selective ... Powerful ... Marvelous 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" high; 10 1/2" wide; 4 1/2" deep. An attractive suede zipper carrying case is available.*

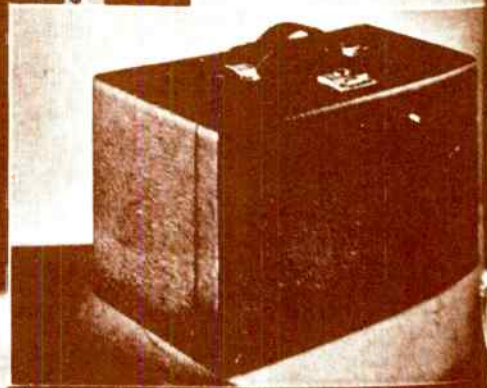


### THE AC-DC SUPER-SIX DE LUXE



A companion set with all mechanical features of the De Luxe in a handy leatherette carrying case. A big radio in performance, compacted 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)

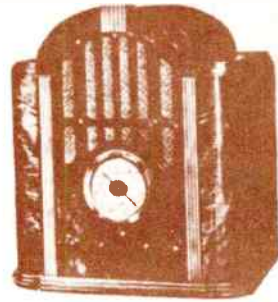
Backed by a powerful advertising campaign... that will feature the three big advantages RCA Victor Globe Trotters have this fall. 1—Perfected Foreign reception. 2—New life-like tone. 3—

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.



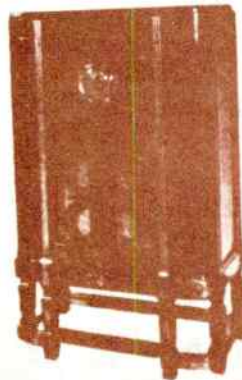
**143** 8-tube, 4-band AC table model. Foreign and United States bands, also new long wave weather reports. Aristocrat of the table sets.



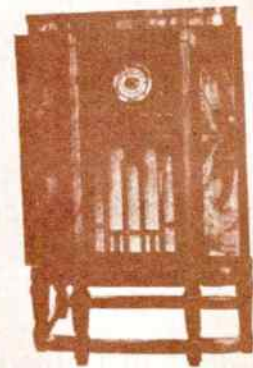
**242** 8-tube, 4-band AC console, open face. Foreign and United States bands, also new long wave weather reports.



**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 Headquarters,"  
Camden, N. J.

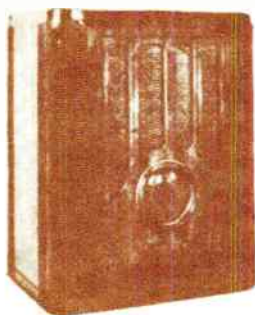


# Announcing

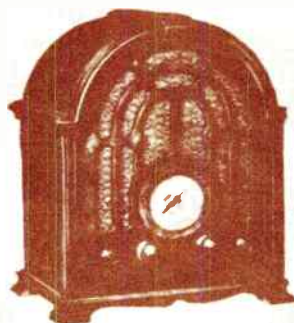
## TEN NEW RCA VICTOR GLOBE TROTTERS!

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.

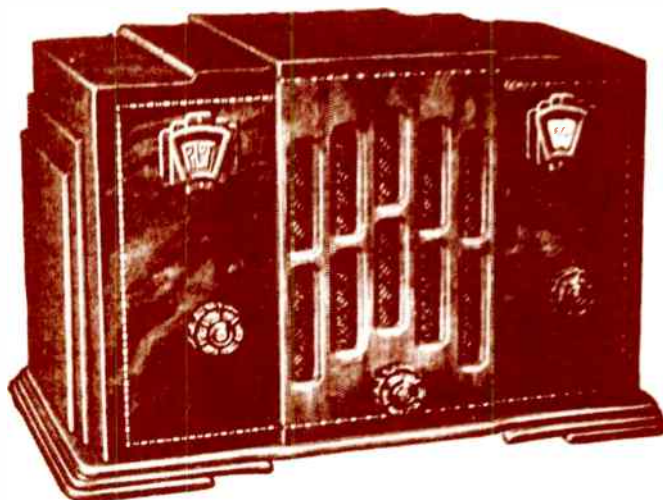


# RCA VICTOR

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. and D. C. dynamic speaker, 16 watt output, illuminated dial, automatic volume control, variable volume control, single Vernier tuning control, diode detector; beautiful inlaid burr-walnut cabinet of scintillating beauty: 7" by 8" by 11 $\frac{1}{2}$ ". — 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 $\frac{1}{2}$ " by 7" by 9 $\frac{1}{2}$ ", illuminated dial, 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  MASSACHUSETTS

1934





## A new and dramatic leader for your full line sales!

**G**ENERAL 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.

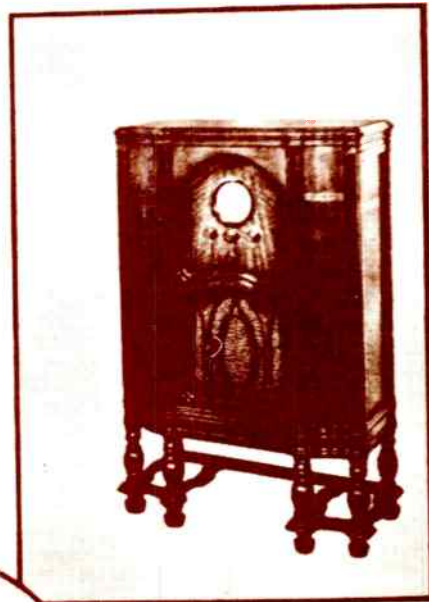
The standard-range sets swung right into line. The popular-priced table models, the stately consoles, the distinguished radio-phonograph combinations all kept sales' pace with the all-wave leader.

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.

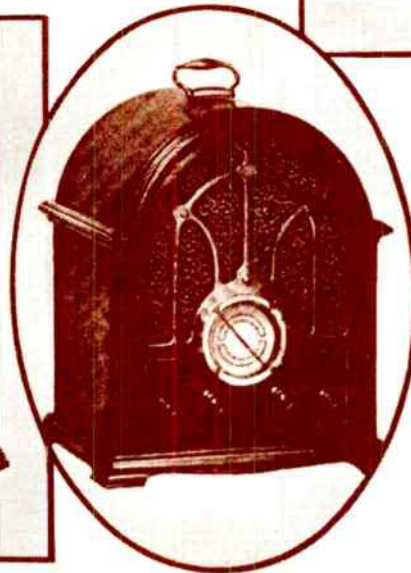
• • •

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 \$120.75.



**MODEL K-64** (center)—Dual-wave table model. A.C. superheterodyne. Brings in American and foreign stations, aviation and amateur signals. Lists at \$54.90.

**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 butt 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

TRADE MARK REG.

## LONG DISTANCE RADIO

TRADE MARK REG.

ZENITH RADIO CORPORATION, 3620 IRON STREET, CHICAGO, ILLINOIS

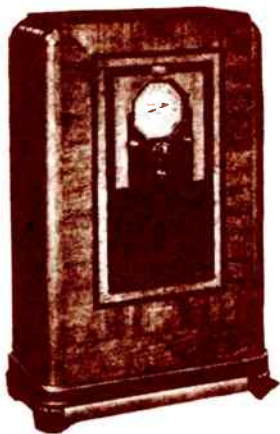
# Notable Additions to a famous line!

## ALL-WAVE Radio

**H**ERE 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 Electro-dynamic 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 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

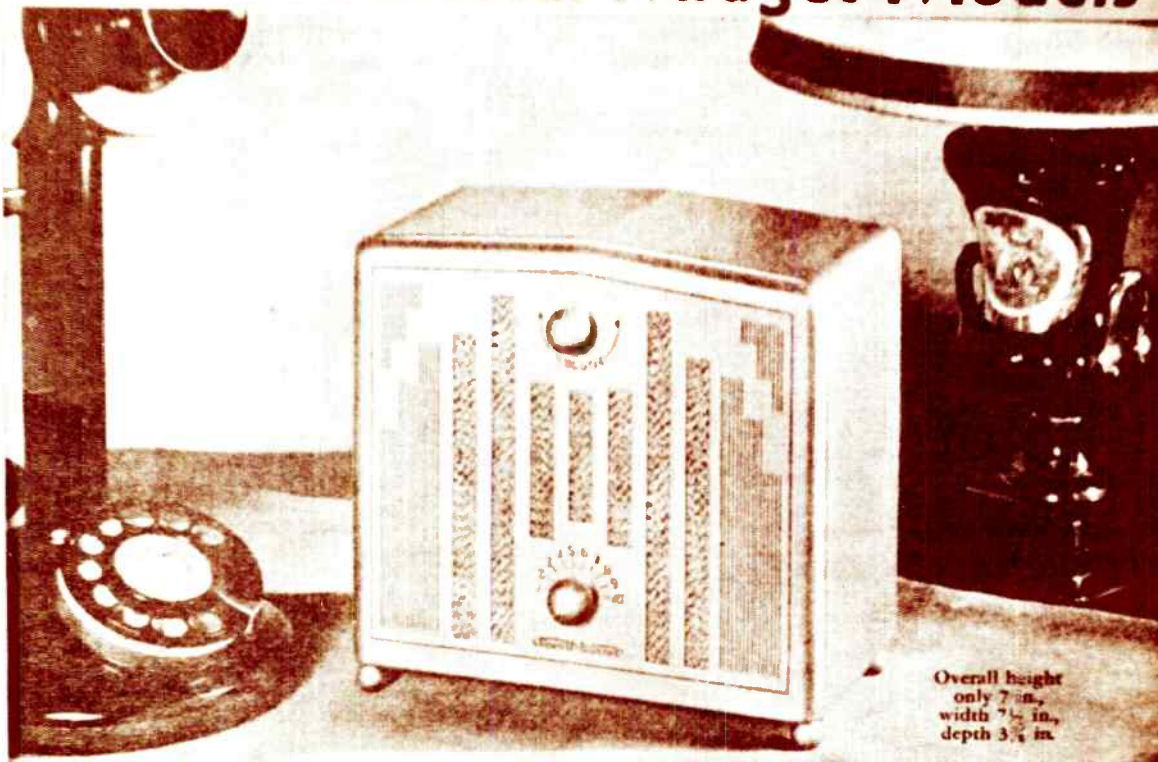


1934



# SMARTEST SALES-MAKERS IN RADIO!

## Book and Metal Midget Models



### 5 Metal Midget Models

1. *Prize* — *Gold* — or *Silver* Model — that in compactness and beauty of finish have no equal. 2. *Star* or *Bronze* Model — complete with tubes — 220 Volt A. C. — controlled by a 220 Volt plug-in cord only.

### 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 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.

RR 222

Please send me broadside illustrating all Companion-Set models in full colors, and give me the name of your nearest distributor.

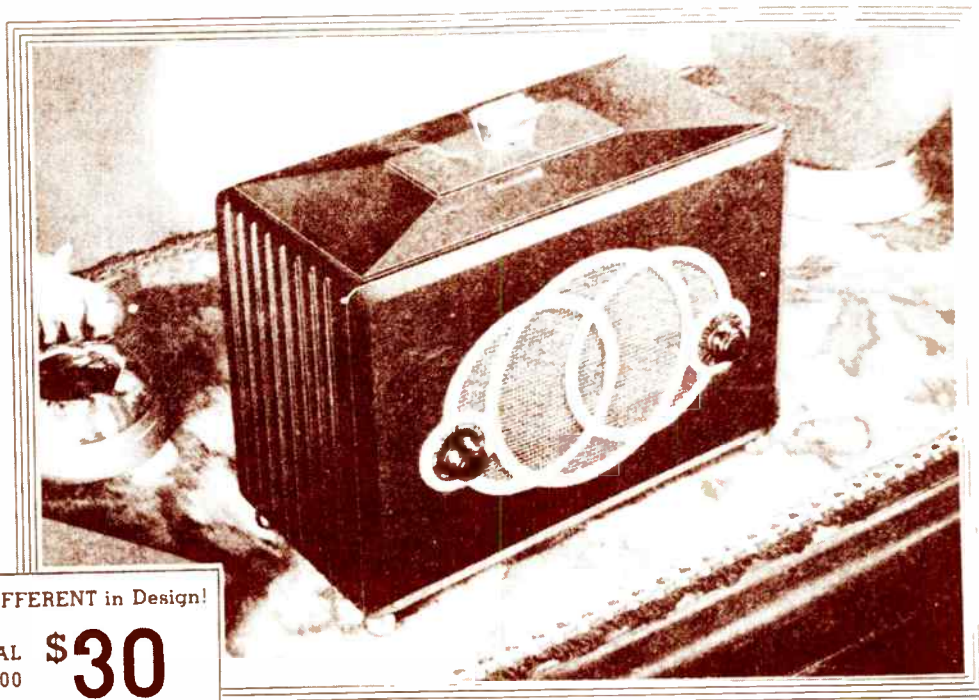
Name

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 1/2" 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



***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*



1935

World Radio History Jim and Marian Jordan ("Fibber McGee and Molly")







9-tube Ferrrodyne Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



7-tube Ferrrodyne Round-the-World receiver with all metal tubes. New Diffusalite Magic Dial.

**GENUINE STEWART-WARNER**  
*Craft-built* **CABINETS!**

Your prospects will certainly "go far" 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 *real* life in order to appreciate fully how much beauty, grace and distinction have been attained by the marvelous matching of woods and the careful 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 Ferrrodyne 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.**

**T**UNES 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.**

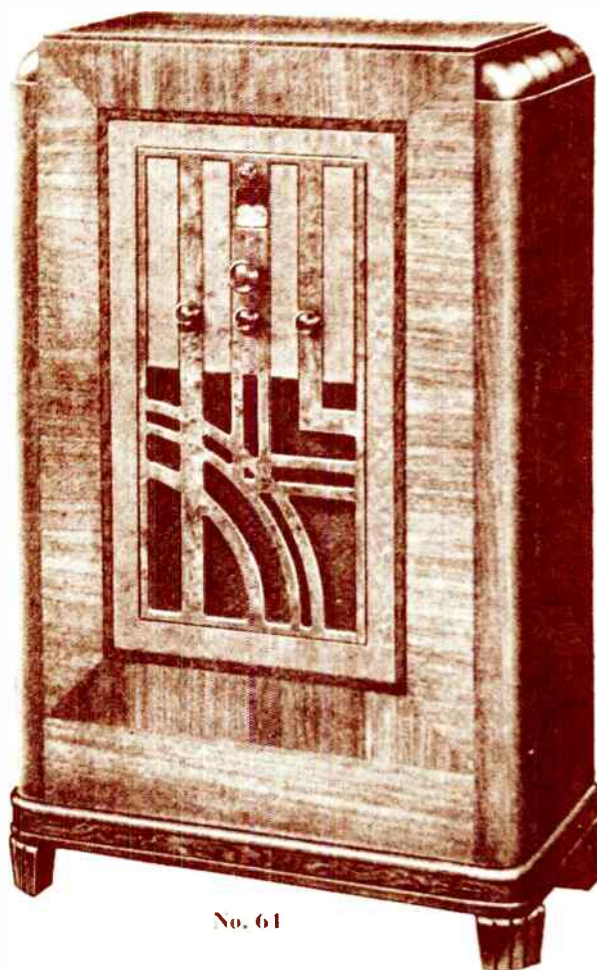
Stromberg-Carlson's range in price from \$79.50 (Automobile Radio) to \$592.50 East of Rockies.

STROMBERG-CARLSON TELEPHONE MFG. CO., BOEHMSTER, 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 hurred 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 (15 watt). An instrument for . . . . **\$275**

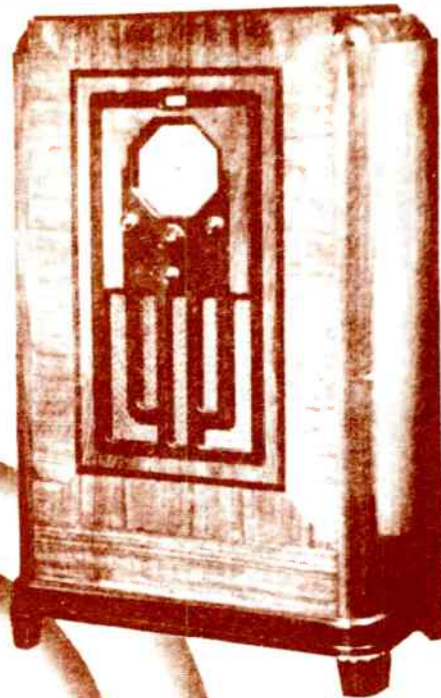


No. 61

**"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 tuning 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.



NO. 68-R ALL-WAVE  
Covers from 540 to 2,000 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 40 1/2 in. Price, East of Rockies, \$225



NO. 60-H TREASURE HIGHBOY. Covers from 540 to 1,750 kc. and 5,000 to 15,000 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

Stromberg-Carlsons range in price from \$69.50 to \$385.00 (East of Rockies).

STROMBERG-CARLSON TELEPHONE MFG. CO.  
ROCHESTER, NEW YORK

"There is nothing finer than a Stromberg-Carlson"

# Stromberg-Carlson

RADIO RETAILING, March 1935, Vol. 20, No. 2. Published monthly price 25 cents. Subscription rates: United States and Central and South American countries, \$3.00 a year; Canada, including duty, \$2.50 a year. All other countries, \$3.00 a year or 12 shillings. Entered as second class matter April 10, 1925, at Post Office at New York, N. Y. by the Act of March 3rd, 1879. Printed in U. S. A. Cable address: "McGrawhill, New York." Member of A.E.P., Member of A.B.C. Copyright 1935 by McGraw-Hill Publishing Co., Inc., 1221 Street, New York, N. Y. Printed by The Schrein or Press N. Y.

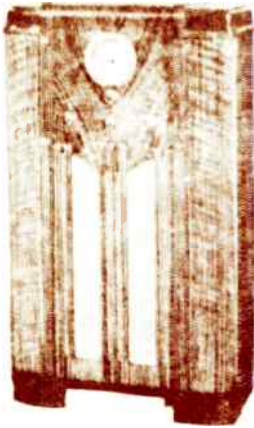


Meeting EVERY Radio Requirement  
in a Price Range of \$19.95 to \$99.50

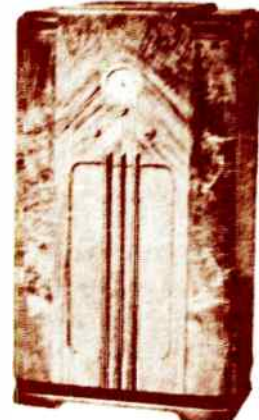
# Emerson Radio



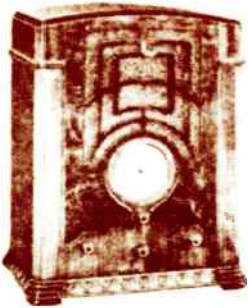
Presents Outstanding Merchandising  
Opportunities for 1935



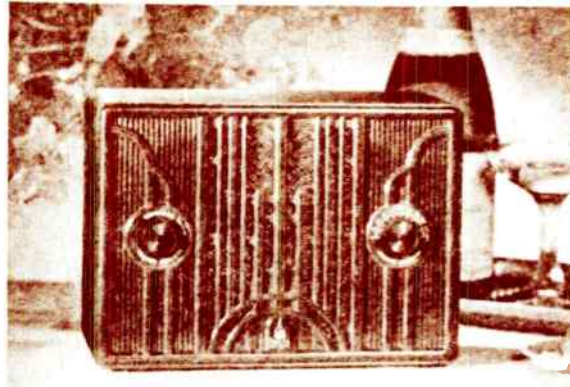
Model 19—Four-tube superheterodyne. 19 to 53 meters. Dynamic speaker. Automatic volume control. Walnut cabinet. List price, \$25.00



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



Model 27—Police, amateur and regular broadcast. Five-tube AC superheterodyne. Dynamic speaker. Automatic volume control. Walnut upright table cabinet. List price, \$41.95

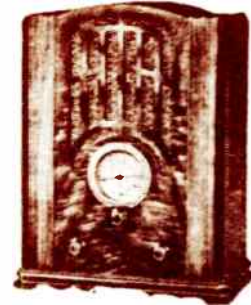


## Emerson AC-DC "Miracle 6"

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 i.f., automatic overload control, dynamic speaker and other big set features. Neat Bakelite cabinet. List price, **\$19.95**

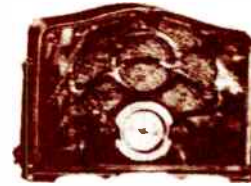
Model 17—Same as Model 19 in black cabinet with chrome trimming. **\$25.00**



Model 45—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, \$44.50

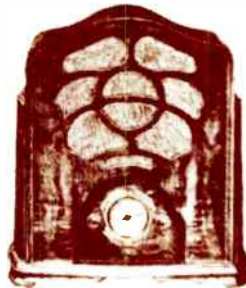


Model 27—Police, amateur and regular broadcast. Five-tube AC superheterodyne. Dynamic speaker. Automatic volume control. Walnut upright table cabinet. List price, \$41.95



Model 39—Round-the-World six-tube AC-DC superheterodyne. 19 to 53 meters and 170 to 555 meters. Dynamic speaker, automatic volume control. Walnut midjet cabinet. List price, \$39.50

Get Emerson's 1935 Proposition NOW



Ask about NEW Distributor Plan



Model 12—Long and Short Wave five-tube AC-DC superheterodyne. Dynamic speaker. Automatic volume control. Walnut compact cabinet. List price, \$19.00

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



Model 23—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

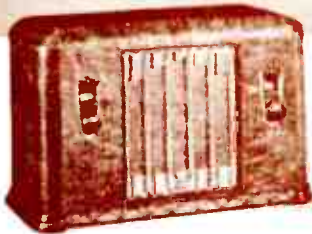
SUPER HI-FIDELITY

VARIABLE SELECTIVITY

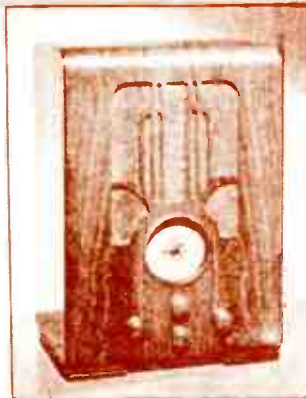
CLASS "AB" POWER  
AUDIO SYSTEM

*Now! . . . GRUNOW*  
**THE LAST WORD**

*With the Amazing, Exclusive*



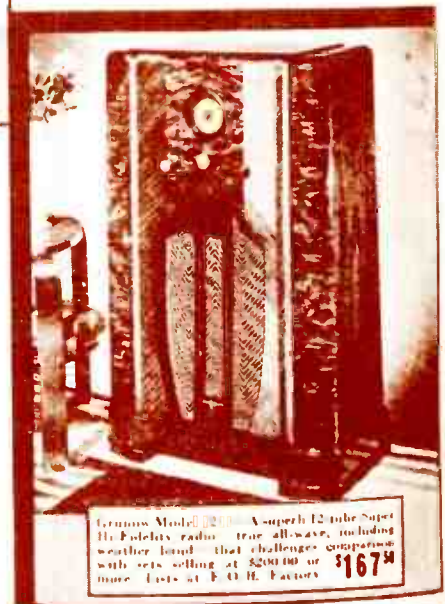
Grunow Model 520—A really amazing performer for the A.C.D.C. prospect, in a cabinet that sets a new style standard in this field. Lists at **\$29<sup>95</sup>** F.O.B. Factory.



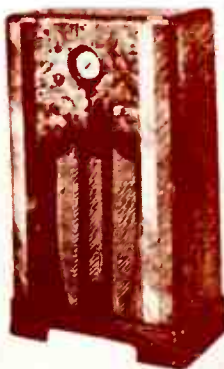
Grunow Model 300—A distinguished roll-over top cabinet in walnut, housing a fine 3-tube all-wave receiver with full 34,000 kc. coverage. Lists **\$39<sup>95</sup>** at F.O.B. Factory.



Grunow Model 370—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 **\$22<sup>50</sup>** F.O.B. Factory.



Grunow Model 200—A superb 12-tube Super Hi-Fidelity radio—true all-wave, including weather band—that challenges comparison with sets selling at \$200.00 or **\$167<sup>50</sup>** more. Lists at F.O.B. Factory.



*Left:* Grunow Model 761—A powerful glass-tube all-wave radio, including weather band, in a cabinet of outstanding beauty. Lists at **\$87<sup>50</sup>** F.O.B. Factory.



Grunow Model 641—Another outstanding Grunow value is this 6-glass-tube all-wave radio covering 535-18,000 kc. in a beautiful roll-over top one. **\$59<sup>95</sup>** sole. Lists F.O.B. Factory.

**PRICES** are slightly higher on the West Coast

**NEW**  
*Grunow*  
with **TONE-TESTER**  
ORIGINAL, UNDISCOUNTED PRICES



COMPLETELY SHIELDED CIRCUITS

NEW METAL TUBES

SIGNAL-BEACON

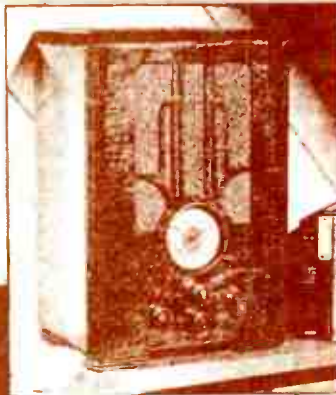
NEW ALADDIN COLOR FLASH DIAL

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 610—The same powerful all-wave chassis used in Mod. 1611. Lists at F.O.B. Factory **\$49.95**



Grunow Model 581—A genuine all-wave receiver—not a skip-band circuit, in a full-size 1 console worthy of a radio set. See for at least \$25 to \$15 more. **\$49.95** Lists at F.O.B. Factory

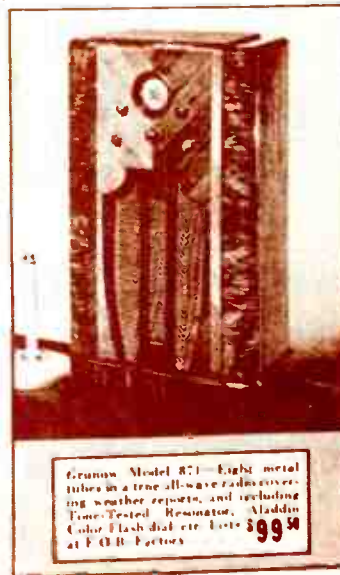


Grunow Model 1171—A cabinet of costly woods housing a powerful 11 tube Super Hi-Fidelity true all-wave receiver with 15 watt output and all Grunow advances. **\$137.50** Lists at F.O.B. Factory

Grunow Model 680—Same chassis as 681 or same cabinet as 610. Lists at **\$59.50** F.O.B. Factory



Grunow Model 681—Six metal tubes in a world-range radio covering 555-10,000 kc. Lists at F. O. B. **\$69.50** Factory



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 **\$99.50** at F.O.B. Factory

**Radio**  
**RESONATOR . . .**  
COMPANY • 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 530 to 25,000 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, May 1935, Vol. 30, No. 5. Published monthly, price 25c per copy. Subscription rates: United States and Central and South American countries, \$2.00 a year; Canada, including duty, \$2.00 a year; All other countries, \$3.00 a year or 12 shillings. Entered as second-class matter April 10, 1923, at Post Office at New York, N. Y., under the Act of March 3, 1979. Printed in U. S. A. Cable address: "Metropolitan," New York. Member of A.R.P. Member of A.R.C. Copyright 1935 by McGraw-Hill Publishing Co., Inc., 310 West 42d Street, New York, N. Y. Printed by The Schenck 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 . . . 510 to 1740 Kc. . . Standard Broadcasts and some police calls.

**\$19.99**  
complete



## AMERICAN-FOREIGN AND ALL WAVE MODELS at lowest prices



**Sixty-One A. F.**  
Eight-tube efficiency, airplane type dial, automatic volume control, volume tuning, condenser, distinctive cabinet.  
**\$39.95**



**614EH 3-Band All Wave**  
Two double purpose tubes provide superb efficiency. Also, distinctive cabinet. Outstanding quality of tone and performance. Best in price.  
**\$49.95**



**Seventy-Two A. F.**  
An all wave receiver with a 7-tube efficiency. Also, airplane type dial, automatic volume control, volume tuning, condenser, distinctive cabinet.  
**\$59.95**



**714GA 3-Band All Wave**  
An all wave receiver with a 7-tube efficiency. Also, airplane type dial, automatic volume control, volume tuning, condenser, distinctive cabinet.  
**\$79.50**

**Sixty-Four MD (Lowboy)**  
Use same chassis as Sixty-One A. F. Covers standard broadcasts from 550 to 1700 Kc. and Foreign broadcasts 5,400 to 15,300 Kc. Many distinctive features.  
**\$54.50**



**614PG 3-Band All Wave (Lowboy)**  
Use same chassis as 614EH. Covers standard broadcasts from 510 to 1680 Kc. plus automatic extension 1050 to 1680 Kc. Foreign, 5500 to 15,300 Kc.  
**\$65.00**



**Seventy-Two A. F. (Lowboy)**  
A 7-tube American foreign radio receiver. Use same chassis as Seventy-Two A. F. Covers standard broadcasts from 510 to 1700 Kc. and Foreign broadcasts 5,400 to 15,300 Kc. Many distinctive features.  
**\$79.50**



**714QA 3-Band All Wave (Lowboy)**  
An all wave receiver with a 7-tube efficiency. Also, airplane type dial, automatic volume control, volume tuning, condenser, distinctive cabinet.  
**\$85.00**



**714QB All Wave (Lowboy)**  
An all wave receiver with a 7-tube efficiency. Also, airplane type dial, automatic volume control, volume tuning, condenser, distinctive cabinet.  
**\$99.50**



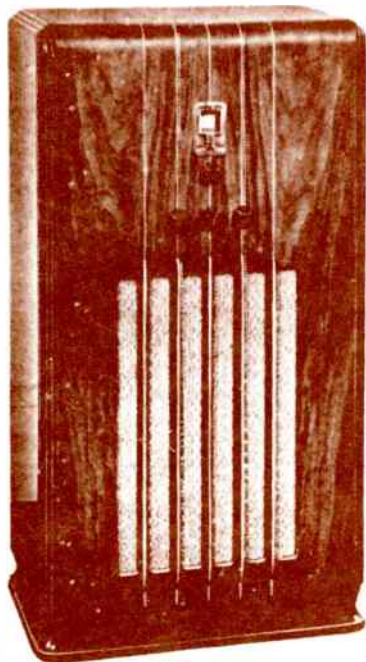
Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.  
**THE CROSLY RADIO CORPORATION**  
Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial.

**POWELL CROSLY, Jr., President**

**CINCINNATI**

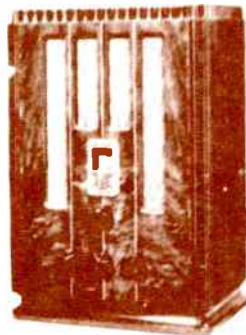
WHATEVER HAPPENS... YOU'RE THERE WITH A CROSLY  
**CROSLY RADIO**

**NEW FEATURES** • **NEW PERFORMANCE**

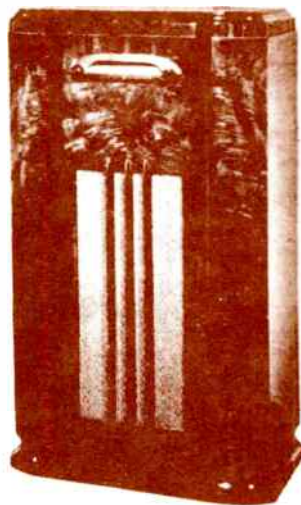


**MODEL A-65 . . .** An inexpensive two-band console that receives all standard broadcasts as well as short-wave, clearly and with excellent tone. New metal tubes. Its apartment-size walnut-veneer cabinet is dignified and simple, and represents the finest of modern design.

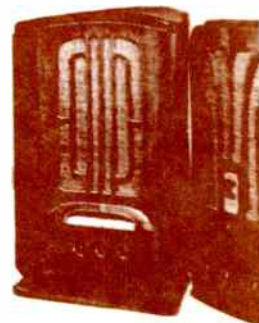
**MODEL A-75 . . .** A three-band console that you will be proud to own. The entire broadcasting and short-wave bands, as well as police calls and amateur signals are within its receiving range. New metal tubes. Brilliant performance. The beautifully modern walnut-veneer cabinet possesses a full measure of eye-value.



**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.



This is the metal managed by ( Electric engineers for purity in **PERFORMANCE** and in the entire radio receiver department. **"SE IN STEEL."**



**MODEL A-52 . . .** A two-band table model of rare cabinet beauty and superior performance. The large range of this receiver includes standard broadcast frequencies, as well as foreign short-wave, police and amateur signals. In addition, it has an extra long wave-band to which weather and aircraft signals are received. New metal tubes. It is housed in a walnut-veneer cabinet that adds immeasurably to the charm of its appearance.

**MODEL A-51 . . .** This model gives you the greatest range of standard broadcast frequencies. It also receives the extra long wave-band to which weather and aircraft signals are received. New metal tubes. It is housed in a walnut-veneer cabinet that adds immeasurably to the charm of its appearance.



**STABILIZED**

"with the tube in sealed"

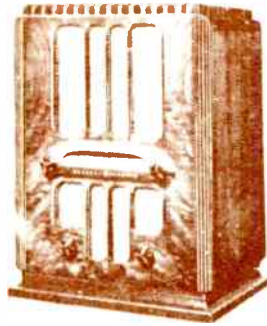


**NEW  
VALUE**

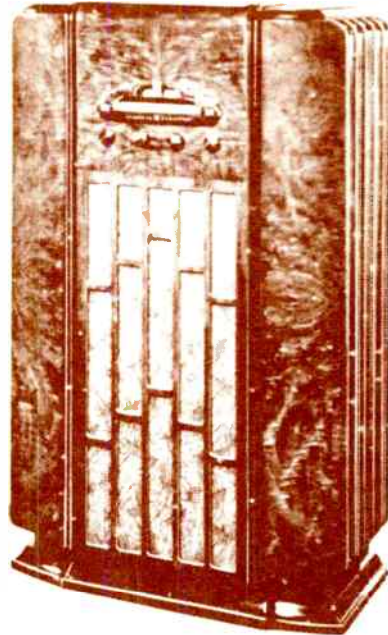
**NEW  
SALES PEAKS**

**W!**

Developed by General  
so greatly to PER-  
E nible an entirely new  
rmetically "SEALED



**MODEL A-70** — A three-hand table model covering the entire standard broadcast band and also the two gm short wave frequencies. New metal tubes. Its walnut veneer cabinet has a rich and colorful design that lends a touch of conservative modernism to any home interior.



**MODEL A-125** — A supreme instrument. Its five hands 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 in 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-51** — A table model that provides excellent reception of standard, police and short wave transmissions at an unusual low cost. New metal tubes. Its walnut finish cabinet possesses a distinctive charm that has met with widespread approval.

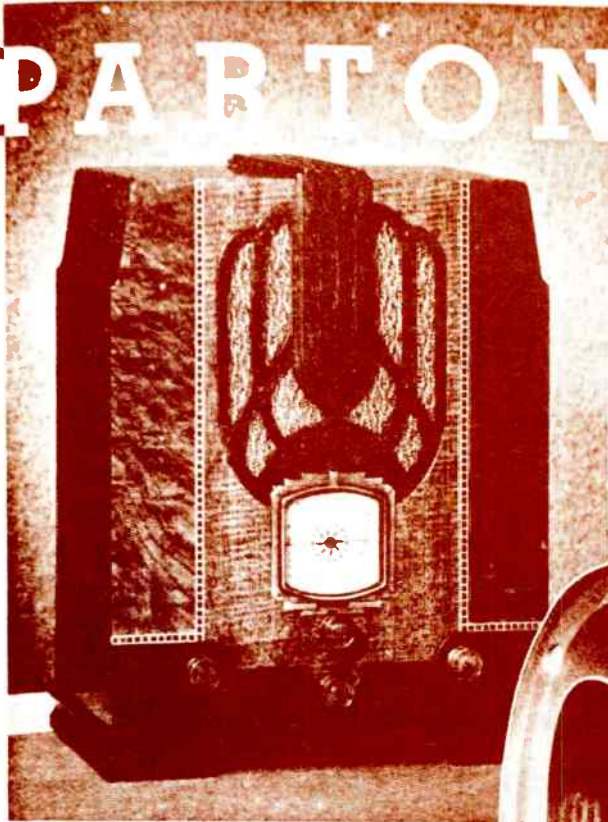


**MODEL A-87** — A four-hand console for those who demand above the average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82. New metal tubes. Unusual cabinet beauty makes this set a highly desirable addition to the furnishings of any home.

**D RADIO**  
sealed in steel"



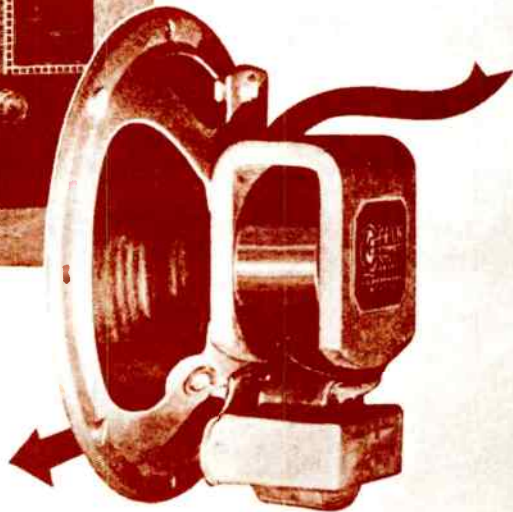
**S P A R T O N**



**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”**



# NEW MERCHANDISE



American Bosch Model 470U

## New American Bosch Models

An advanced spring line of "Round-the-World radio for 1935" is announced by United American Bosch Corp., Springfield, Mass.

The new line introduces several features which are designed to create greater buying interest. Notable among these is area tuning employed in Models 470U console and 470G console (7 tubes, 540-20,000 kc.) The need for reference to charts, maps and other data is eliminated by area tuning, which takes advantage of the fact that the principal short wave stations are grouped close together in certain areas on the dial. On the tuning scale each of these areas is identified with letters from A to H, and beneath the tuning scale the areas in which programs for each country can be found are indicated by letters.

Another feature found in Model 480J (10 tube, 540-22,500 kc.) is a special sensitivity control and between stations noise eliminator. This adjustable control enables the owner to "individualize" his set to his



American Bosch Model 470G

own taste and to local conditions. Right angle tuning.

A novel and attractive tuning device in the form of a calibrated and illuminated compass dial is found in Models 450L and 450H (5 tubes; 340-1,750, 2,900-2,600, 5,500-18,000 kc.)

Model 430J is a 5 tube console and 430T is a console, each covering 340-1,750, 2,000-2,600, 5,500-18,000 kc.

Model 420 is a portable 5 tube set for a.c. Range 340-3,550 kc. For a.c.-d.c. operation and with the extra 2,000-2,500 kc. band, it is known as Model 402.

Model 376N is a 5 tube, plus current control tube, superhet battery console. Range 540-1,500 kc. in console cabinet, the model number is 376ET.—*Radio Retailing*, February, 1935.

## Wilcox-Gay Battery Model 5A6-75

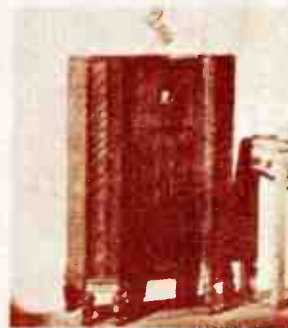
A 10-tube, 5-tube table style battery radio, Model 5A6-75, is now ready at the factory of the Wilcox-Gay Corp., Chicago, Mich. It has full range compass dial, a.c. or d.c. tuned circuits and is equipped with a 41 in. special magnetic speaker.

The set with cable is arranged for use on any desired battery combination and the battery equipments are 144 cells for "E," 224 cells for "C," and two sets of "A" battery. The current consumption is low, the A battery drain being 400 ma. and the "E" 25 ma. The arrangement is as follows:

The tube complement consists of a 1A6, 2 2A7s, 2 2A5s and a 2 2 2A5s.  
The same changes in an attractive full sized console is 4130.—*Radio Retailing*, February, 1935.



Wilcox-Gay Model 5A6-75



Stromberg-Carlson Model 60-M

## Stromberg-Carlson Model 60-M

A fifth member of the "Sixty" series is announced by the Stromberg-Carlson Tele. Mfg. Co., Rochester, N. Y.—a shortwave console table known as Model 60-M.

It is a 10-tube set with six-lamp console. Covers 340-1,750 and 2,000-15,000 kc. Price, \$115.—*Radio Retailing*, February, 1935.

## G.E. Model M-42

A roof table model has just been announced by the General Electric Co., Bridgeport, Conn. The cabinet is attractively modern, finished in two-toned hard rubbed walnut.

The circuit is a four tube superheterodyne and the speaker is of the 4-in. size. Two receiving bands are provided—540 to 15,000 kc. and 1,400 to 1,500 kc. This set supercedes Model K-12.—*Radio Retailing*, February, 1935.



## De Wald Model 615

Illustrated is one of the leading sets of the new 1935 line of Pierce-Arrow Inc., 110 Park Ave., New York City. It is known as the Model 615 and is designed for both foreign and American reception. It has an illuminated compass dial (illuminated) and two metal tubes. Operation on a.c. or d.c. and list at \$175.—*Radio Retailing*, February, 1935.



Crosley "Centurion"

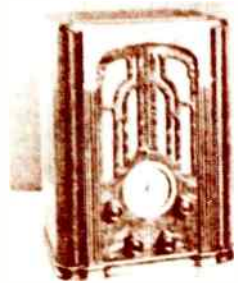
## "Crosley Centurion"

The de luxe set has been ordered by the Crosley Radio Corp., Cincinnati, Ohio, with a new all-wave radio to be sold for \$180 in the long-boy style and \$175.00 for the table model. This 10-tube superhet is called the "Centurion."

Both models have five tuning bands which take in all the broadcast waves—American, foreign, police, amateur, aviation and weather. Have band spread pointer, illuminated airplane type dial and full floating-moving coil, electro-dynamic speaker.—*Radio Retailing*, February, 1935.

February, 1935

# NEW MERCHANDISE



Atwater Kent Model 117

### 1936 Atwater Kent Radios

Metal cabinets with Art Deco styling are the new trend in radio design. Atwater Kent's new radios are no exception. They are designed to be as beautiful as they are useful. With their modern, streamlined appearance, they are the perfect addition to any home. These are priced at \$125 and \$145. The other models in the line are priced at \$115 and \$135. The new radios are available in a variety of finishes and colors. They are also available in a variety of sizes and styles. The new radios are a real treat for the eye and the ear. They are the perfect addition to any home. They are also available in a variety of finishes and colors. They are also available in a variety of sizes and styles. The new radios are a real treat for the eye and the ear. They are the perfect addition to any home.



Atwater Kent Model 117

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, \$40-1712 kc., \$37.50. With 5 tube chassis (6A7, 6D6, 75, 43, 90) there are Model 645, upright table cabinet, \$40-1712 and \$300-7500 kc., \$39.90; Model 875P, floor console, \$10-18,000 kc., \$67.50; Model 435T, floor console, \$40-1712 and \$300-7500 kc., \$57.50. Model 755, upright table set, \$40-18,000 kc., \$49.90. There is also a 5 tube battery set, Model 285QT as a console and 415Q as a compact, using 1C4, 24, 30, 32, 33, tuning from \$40-1712 kc., \$54.50 and \$39.90, as well as

NEW PHILCO RADIO SETS  
A new line of Philco radio sets is now available. These sets are designed to be as beautiful as they are useful. They are the perfect addition to any home. They are also available in a variety of finishes and colors. They are also available in a variety of sizes and styles. The new radios are a real treat for the eye and the ear. They are the perfect addition to any home.



Philco Model 600X

### New Philco Radios

And need to distributors attending the annual P. C. convention or use the 1936 Philco radio sets of the Philco Radio and Television Co., Philadelphia, Pa., offers an exceedingly wide range and variety of models. Every three cabinet styles—Little Baby Grands, square table sets, complete full length consoles, inclined sounding board models, remote control and chair side models, combination and the new, modern and all-period furniture creations. The complete series features an array of American and foreign sets in addition to the American broadcast receivers. Ranging from 4 to 12 tubes and featuring an undistorted and output up to 15 watts, there are models for every type of power supply and diode, acdc, battery and 32 volt systems. Of particular interest is the wide variety of battery operated models that furnish both American and foreign reception.

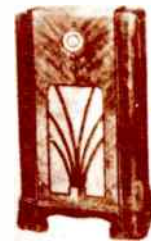
Salient features include: Program control by which every program is brought to the listener at its best by simply turning the program control to the proper point; automatic aerial selector, precision radio dial, shadow tuning, high fidelity audio system and acoustic clarifiers. Two models in particular offer unusual convenience. The remote control model has an end table tuning cabinet with the program coming 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 "stepped 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 modern) 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 600.

Philco Model 600. A new line of Philco radio sets is now available. These sets are designed to be as beautiful as they are useful. They are the perfect addition to any home. They are also available in a variety of finishes and colors. They are also available in a variety of sizes and styles. The new radios are a real treat for the eye and the ear. They are the perfect addition to any home.



### 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 Retold, December, 1935.

June, 1935



# NEW MERCHANDISE

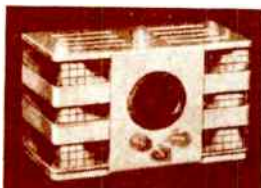


Horn Patent B & PR

### Horn 1936 Line

Something really new in radio design is the "tubular" radios and radio-phonograph combinations just brought out by Herbert H. Horn Radio Mfg. Co., 1201 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 powers from 50-1750 kc. and 3.8-18 mc. As a straight radio the price is \$89.99 and with phonograph adjustable electric turntable the price is \$99.99.

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 5-tube super, \$29.99.

Horn also makes three compact table models, two of which have the "equi-diffusion" type



Horn Model 9MTC

speaker placed at the top of the cabinet. Two get shortwave calls and one is a straight broadcast set. Prices range from \$19.99 to \$34.99.

Two upright table sets are also available both equipped to

...with a 5-tube chassis...  
...with a 7-tube chassis...  
...with a 10-tube chassis...  
...with a 12-tube chassis...

The 1936 line of portable radios...  
...with a 5-tube chassis...  
...with a 7-tube chassis...  
...with a 10-tube chassis...  
...with a 12-tube chassis...

This company also makes two auto radios with an eye to those to match the instrument panel of any car. They may also be had with the airplane style remote control. \$28.99 and \$34.99.  
Radio Retailing, November 1935.



Case Models 510 and 710

### Case Radios

A new cabinet has been added to the 1936 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 718, \$69.50.

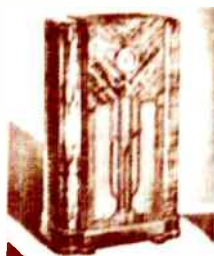
Other models in the line include 510, a table model with five tubes, \$39.95; 710, a 7-tube table model, \$55; 715, a 7-tube console, \$79.50; 718, a 7-tube console, \$69.50; 1015, a 10-tube console, \$89.50, and 1017, a 10-tube console with three speakers, \$124.50.

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 146

### Fairbanks-Morse 1936 Sets

Three dimensions are the feature of the new line of radio offerings by Fairbanks-Morse Home Appliances, Inc., 420 S. Green St., Chicago.

Both the fundamental tone and overtones are reproduced with greater fidelity. Fairbanks-Morse engineers say making the 3rd dimension line unusually life 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, 8 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, 8 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

Seven 32...  
...with a 5-tube chassis...  
...with a 7-tube chassis...  
...with a 10-tube chassis...  
...with a 12-tube chassis...



Universal Models 7546 & 7552

superhet in a buff walnut cabinet. Both the 5 and 6 tube jobs 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.

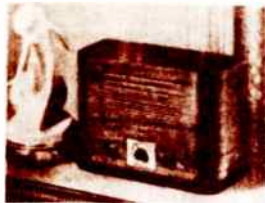


Universal Models 7552 and 7546

### 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.

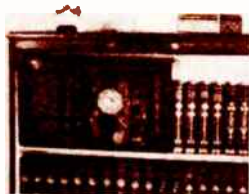
November, 1935



Kadette "Sixty Six"

A powerful tube ac-de set in a cabinet of striking modern design has just been placed on the market by the International Radio Corp., Ann Arbor, Mich. The gleaming control knobs and highly polished base in black ebony 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 550-1600 kc. and 70-1875 meters. The dimensions are 17.8x8x9 in. \$195.—*Radio Retailing*, November, 1935.



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 61 metal tube series. The dimensions are 11x19x22. Wave length coverage is from 540 to 3,500 kc. and 5,600 to 19,000 kc.—*Radio Retailing*, November, 1935.

ICA Adapters for 8 Prong (Octal) Metal Tubes

With the six adapters brought out by the Insuline Corp. of America, 22 Park Pl., New York City, the entire series of ten new 8 prong metal tubes can be tested in existing tube checkers. Also, wherever so indicated, they may be used to replace glass type tubes in the radio receiver with 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 the socket of the corresponding glass tube to which it is most closely related in the matter of electrical characteristics. The ICA adapters permit wave exact plate, grid and cathode voltages to be applied, with the benefit that a more accurate check of the tube is obtained.—*Radio Retailing*, November, 1935.

Two New GE Metal Tube Sets

Two new radios, a six tube model and a six tube table model, are announced as additions to the line of metal tube receivers made by the General Electric Co., Bridgeport, Conn.

The 1 set has two bands for standard broadcast and short wave reception and is equipped with the new stabilize frequency speaker and sliding tone limiting scale. Cabinets are modified modern design of hand rubbed walnut. The two bands covered are 240 to 1,500 kc. and 540 to 18,000 kc.—*Radio Retailing*, November, 1935.



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., 1028 W. Van Buren St., Chicago, comes in a smart cabinet finished the same back and front. It has new type illuminated wire watch dial. 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.

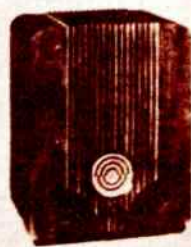
The complete Trav-Ler line includes several compact table sets ranging in size from a 4 tube ac-de model to a 6 tube

World Radios

A custom built allwave superheterodyne, known as the "533/534" has been placed on the market by World Radio, 1672 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 receiver.

This chassis is available in moderate table cabinets, low-boy consoles or phonograph combinations.—*Radio Retailing*, November, 1935.



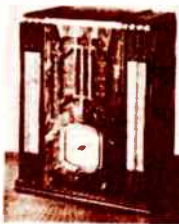
Amperite Line Voltage Control

Complete installation of the self-adjusting line voltage control of the Amperite Corp., 561 Broadway, New York City, can be made in about five minutes. The proper type Amperite to connect in series with the current supply line and mounted anywhere inside the radio cabinet. \$1.

An Amperite for regulating automobile sets is also available at the same price.—*Radio Retailing*, November, 1935.



Trav-Ler Model 53



Trav-Ler Model 53

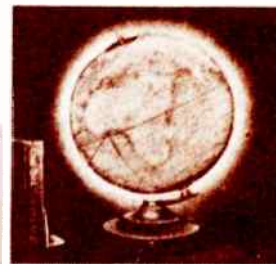
upright all-wave job; two 6-tube console, all-wave; a 5-tube, 2 volt battery set which operates from B-batteries and air cell or 2 v. storage battery; a 8 tube, 6 volt battery set with synchronous vibrator; and two auto-tunes—5 and 6 tubes. \$37.95 and \$42.25.

The home receivers come with both metal and glass tube line-ups. The prices range from \$18.50 for a 4 tube ac-de compact set to \$42.95 for a 6 metal tube console. The battery sets are priced at \$32.75, \$45.15 and \$61.15.—*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 porcelain spreaders are attached to the antenna and lead-in.

For sets which are not provided with doublet antenna connections, a doublet transformer 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., 22 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.

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



with a speaker grille on either side. An electric clock is inserted in the panel on one side (see cut) and on the reverse side are the tuning controls and dial.

This is a 6-tube three band a.c.-d.c. superheterodyne set incorporating the Emerson "harmonized unit" principle and the "micro-selector". Emerson has also added a table and a console to its line. Model 108 is a 5-tube a.c.-d.c. table set covering from 15 to 200 and 192 to 565 meters. \$24.95. Also available from 192 to 2000 meters.

Model 102, the console, uses metal tubes and has a continuous wave band ranging from 16 to 555 meters. \$49.95. Also available from 16 to 2200 meters.—*Radio Retailing*, November, 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 Ha





# Eye

## 1936 RADIOS

*Models like these . . .  
convenient and more  
powerful stimulant for*

### DESIGN TRENDS

**W**HAT kind of radios will the tickle 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 users will increase as the season advances. An increase in the number of users of metal types is also to be expected as models are added to the production line.

Obviously, the bulk of the products

1936



# Appeal



## HAVE IT



more efficient, more beautiful . . . are a the replacement market

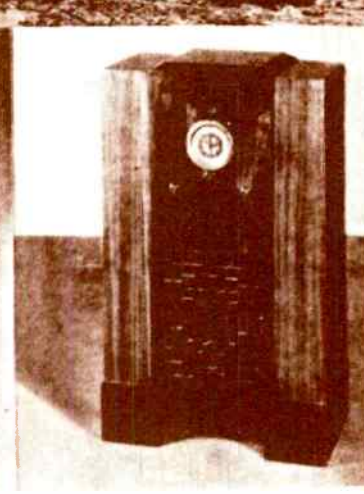
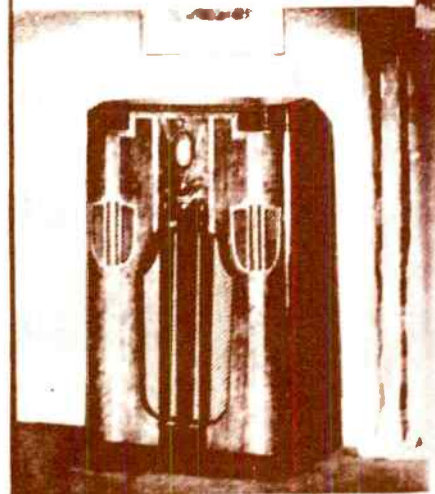
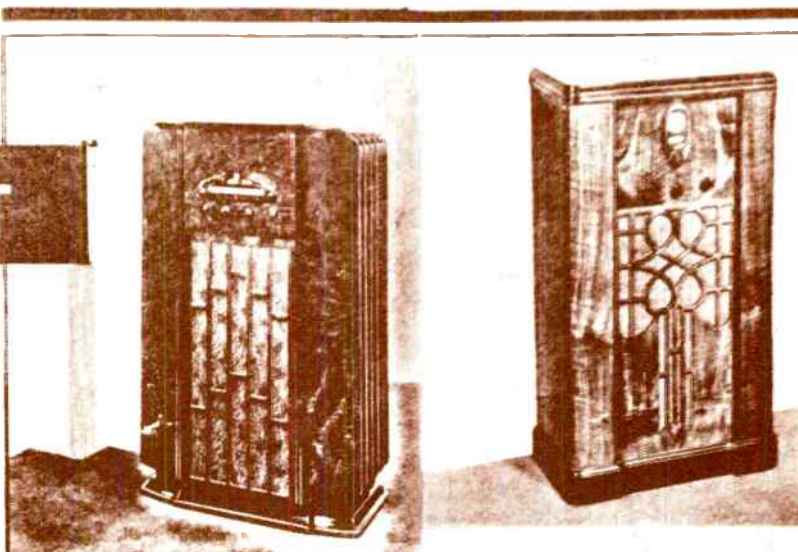
There is a new radio in the air. It is a radio that is not only efficient, but also beautiful. It is a radio that is designed to meet the needs of the modern home.

The new radio is a masterpiece of design and engineering. It is a radio that is built to last, and that is designed to be a part of your home. It is a radio that is not only efficient, but also beautiful. It is a radio that is designed to meet the needs of the modern home.

The new radio is a masterpiece of design and engineering. It is a radio that is built to last, and that is designed to be a part of your home. It is a radio that is not only efficient, but also beautiful. It is a radio that is designed to meet the needs of the modern home.

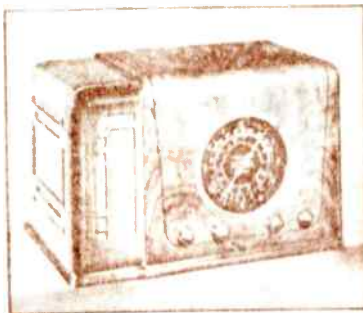
### PRICES

The new radio is available in two models. The first model is priced at \$19.95. The second model is priced at \$24.95. Both models are available in a variety of finishes.

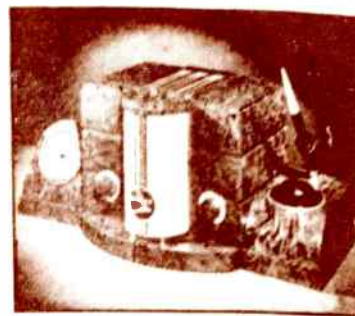




**IT'S THE TOP** — This novel design may start a trend.



**NEW AND DIFFERENT** — Speaker grille and control panel contrast nicely.

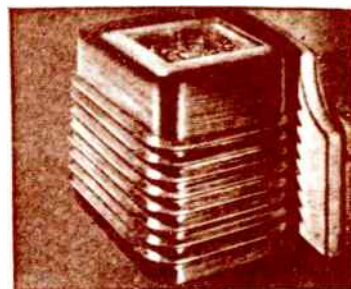


**FOUR IN ONE** — New radio, clock, writing set and desk lamp combination.

## EYE-CATCHERS



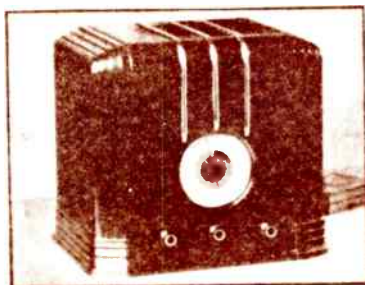
**ARMCHAIR RADIO** — But isn't it difficult to tune, lady? Southern Furniture



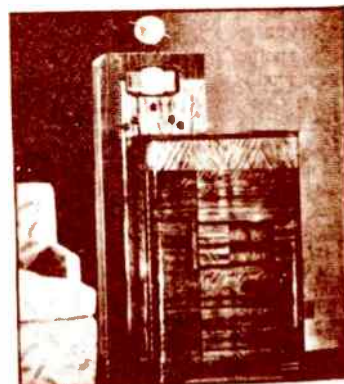
**DOUBLE UTILITY** — This chair-side set has a compartment for magazines or what have you? (Zenith)



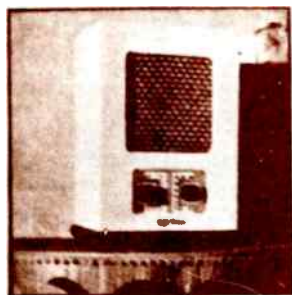
**STYLED PORTABLE** — Clean, artistic design is not confined to home sets.



**BAKELITE AND CHROMIUM** — Here's an effective modern offering (Sparton)



**SKYSCRAPER MOTIF**—This 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-Guy)



# The NEW -- 1936 Emerson

with the New METAL TUBES

Emerson



Radio

**"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 uninterruptedly 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.



**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 R.C.A. tubes

**\$44.95**



**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. De Luxe Walnut cabinet. List price complete

**\$129.95**



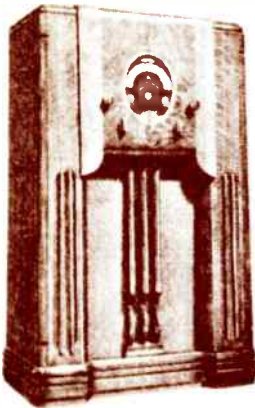
**COMPLETE WAVE BAND**  
—16 to 550 Meters . . . Model 102  
American and Foreign Receiver  
8-tube AC Superheterodyne. 6 METAL TUBES. "Micro-Selector." 7-watt output. Walnut cabinet. List price complete . . . . .

**\$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: 12½ in. high; 26½ in. wide; 13½ in. deep.



**Model 12-C-6:** 12-tube superheterodyne Turret-Shielded console. Tone 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: 11 in. high; 27 in. wide; 15½ 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 for checking tubes.



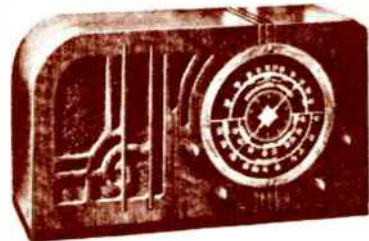
## New TONE PROJECTOR

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 renditions. 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; 18½ inches wide; 9½ inches deep.

AND 13 OTHER MODELS

# FAIRBANKS MORSE RADIOS

OTHER F-M PRODUCTS: REFRIGERATORS, WASHING MACHINES, IRONERS, AUTOMATIC COAL BURNERS





# NEW SALES RECORDS

## OF THE REASONS WHY!

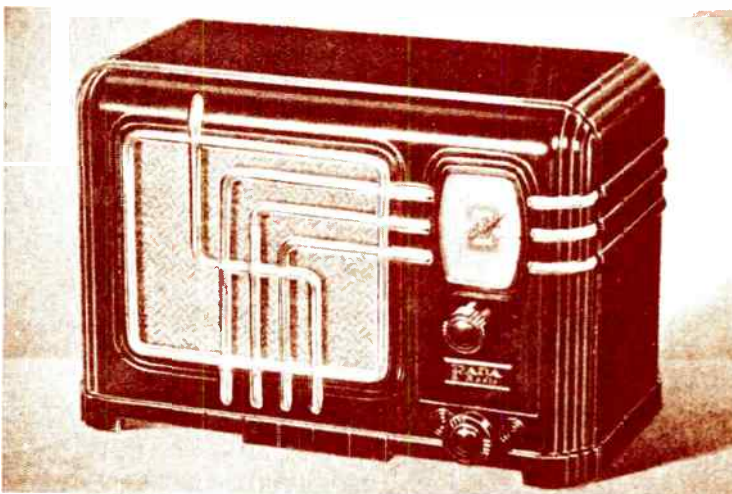
### Reason No. 1

FADA MODEL 260B  
6 Tube Universal Superheterodyne  
In Black Bakelite Cabinet

**\$19<sup>99</sup>**

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 priced at \$24.95



## THE LINE TO SEE AT THE SHOW

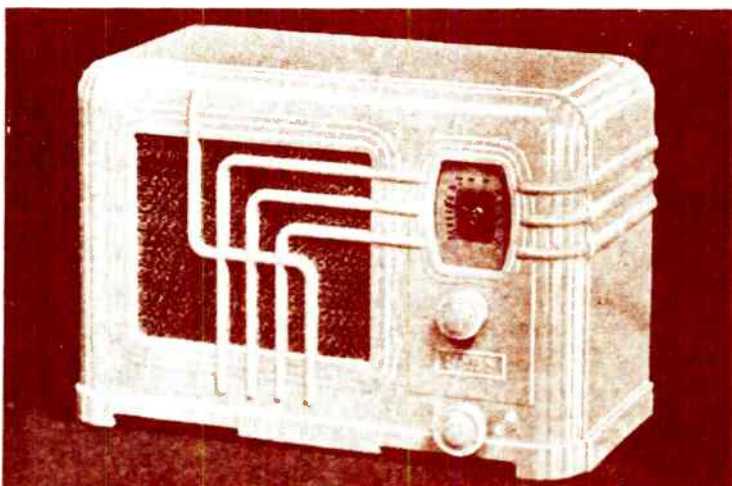
### Reason No. 2

FADA MODEL 260V  
6 Tube Universal Superheterodyne  
In Ivory Plastic Cabinet

**\$24<sup>95</sup>**

No other radio in its price range offers such enralling 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 priced at \$24.95



For the best selection of radios, visit our showrooms in Long Island City, New York, or our branch offices in New York, New Jersey, Philadelphia, and Washington, D.C. We also have a complete line of records and gramophones available at our Long Island City store.

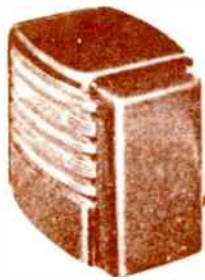
**FADA RADIO and ELECTRIC COMPANY**  
Long Island City . . . New York

*Still they Come  
 In 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 Ploskon 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.



**\$29.50**  
 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

1936

World Radio History



THE PUBLIC'S MAGIC KEY TO ENTERTAINMENT  
IS YOUR

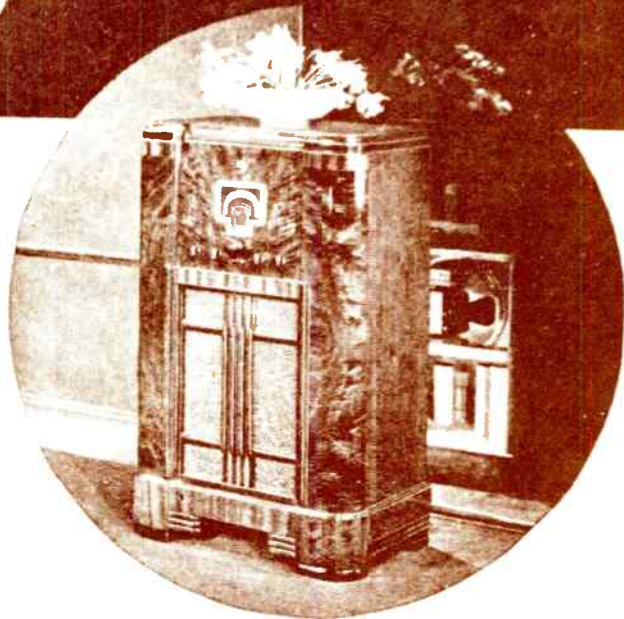
*Magic Key to Profits!*

... 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 create 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!

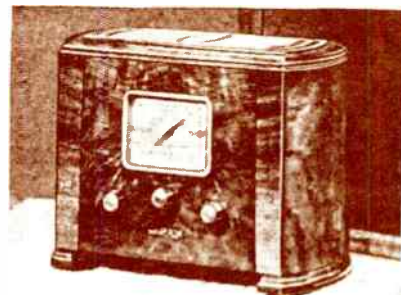
It will pay you to regard the Magic Key program as *your* Magic Key to Greater Profits. Back up this broadcast and the advertising in national magazines with the many sales helps RCA Victor makes available to you. Feature the great 1937 RCA Victor radios... EXTRA VALUE SERIES of 28 models under \$100... 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, A9-tube, 5-band superheterodyne. 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 programs, short wave (19m.), police, aviation, amateur calls. \$42.95

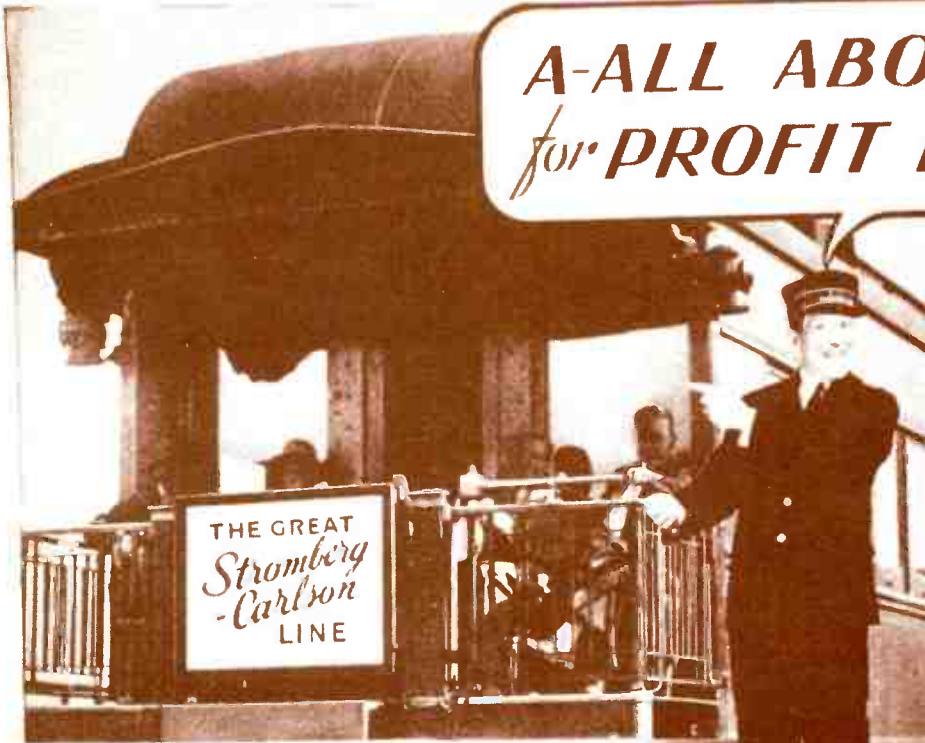
*All prices f.o.b. Camden, N. J.  
(Subject to change without notice.)*



*RCA Victor*

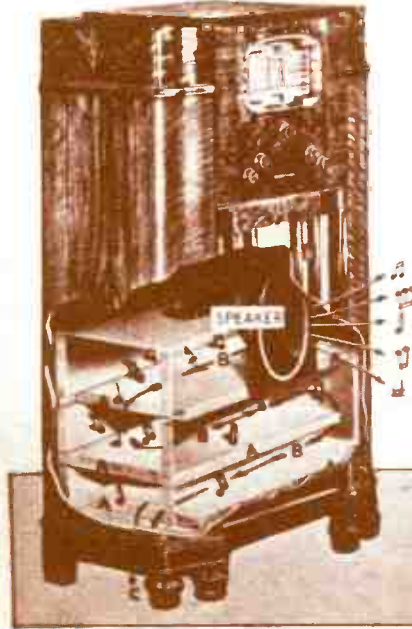
RCA Manufacturing Co., Inc.,  
Camden, N. J. A service of the  
Radio Corporation of America

# 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.



Here is the season's choice...  
...with no...  
...available for every kind of prospect.



Never has the industry seen such distinctions 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. Radios that outpoint competition, price for price, in every instance. Wonderful value—forever everybody wants a Stromberg-Carlson, and these are models anybody can afford.

*"There is Nothing Finer Than a Stromberg-Carlson."*

**T**HERE'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.

# Stromberg



**12 MODELS WITH ACOUSTICAL LABYRINTH from \$149.<sup>50</sup>**



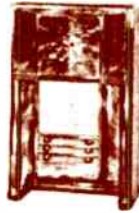
No. 140-L



No. 150-L



No. 160-L



No. 180-L



No. 84



No. 70



No. 145-L



No. 140-P



No. 145-P



No. 160-P

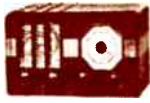


No. 72

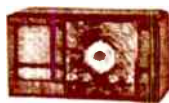


No. 74

**6 TABLE MODELS - THREE with ROSEWOOD CABINETS from \$49.<sup>95</sup>**



No. 125-H



No. 130-H



No. 130-R



No. 58-T



No. 130-U



No. 140-II

**9 BEAUTIFUL CONSOLES WITHOUT LABYRINTH from \$78.<sup>50</sup>**



No. 65



No. 58-L AC  
61-LZ AC-DC



No. 130-L



No. 62



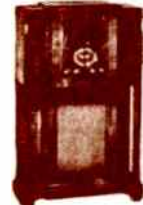
No. 63



No. 115



No. 130-M



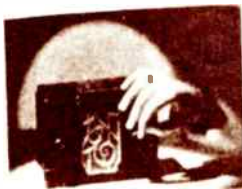
No. 140-K

The No. 4 Automatic Frequency Selecting Antenna Filter makes possible maximum sensitivity and noise reduction in all standard and short wave reception. Automatically adjusts to tuning range in use. More flexible than a 100% system.

- Carlson

**STROMBERG-CARLSON TELEPHONE MFG. CO.**  
 144 Carlton Road, Burlington, N. Y.  
*Send for the "Illustrated" Brochure showing the new line.*

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_



**1 KADETTE**

*General Electric Company*

**Model:** 1700  
**Description:** 3-tube all-wave automatic circuit, 6 m speaker, 580-1,000 ke, 18-43 m. Walnut. Price: \$11.50—*Radio Retailing*, September, 1936.

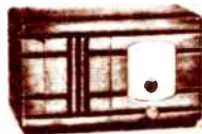
**Prices:** Brown Bakelite, \$9.95; walnut Plaskon, \$11.50; deluxe ivory or Chinese red, \$12.50—*Radio Retailing*, September, 1936.



**2 AMERICAN BOSCH**

*United American Bosch Corp.*

**Model:** 6700  
**Description:** "Automatic Maestro" console, 9 tubes, 5-wave metal tubes, 1000-cm size dial, split second tuning, 2 indicator, "hand-stand" table, high fidelity and later. Semaphore tuning.  
**Price:** \$109.50—*Radio Retailing*, September, 1936.



**3 FREED-EISEMANN**

*Freed Manufacturing Co., Inc.*

**Models:** F-F (6)  
**Description:** 6 tube, a.c. d.c.



**4 DYNAPHONE**

*Insley Radio Corporation*

**Model:** D 17  
**Description:** Entire radio is mounted so that it falls back into the cabinet when not in use. While in operation it tilts forward with panel facing upward, bringing the controls to position for easy tuning. 7 tube superheterodyne radio covering from 19.50 and 185-550 meters. Universal motor, 78 r.p.m. standard, two speeds furnished on order. 12-in. high fidelity speaker, crystal pick up.  
**Price:** \$125.—*Radio Retailing*, September, 1936.



**5 GLOBE TROTTER**

*Globe Trotter Radio Co.*

**Model:** Globe Trotter radio.  
**Description:** Receiver in the form of a world globe. Tunes by turning the globe. The map is up to the moment in every respect and is a six color job. Ideal for office, student's den or home. 4-tube, a.c.-d.c. r.f.t. circuit and full size dynamic speaker. 175-550 meters.  
**Price:** \$24.95—*Radio Retailing*, September, 1936.

**NEW SETS**



**6 STEWART WARNER**

*Stewart Warner Corp.*

**Models:** 1711, 1791  
**Description:** 1711, 5-tube all-wave, 6 m speaker. Low Cost America. 1791, 6-tube all-wave, 6 m speaker and phono pickup. 49 meter band and 19.5-2300-6400 ke. 1691, all-wave, dual circuit Ferrolyne chassis, 5 oval base glass tubes, 6 m speaker, 6 m. arplum. Magohal. *Radio Retailing*, September, 1936.



**7 PILOT**

*Pilot Radio Corp.*

**Models:** C 300, 150, N 73  
**Description:** C 300, 11 tube, all-wave superhet console, a.c.-d.c., 525-23,600 ke, all important stations logged in dial, cathode ray tuning beacon, 12 m. concert range dynamic speaker, phonograph jack. 150, 5 tube, battery operated superhet in either black and walnut or ivory table cabinet. N 73, 7 tube, battery operated all-wave table set. Unusual sensitivity is obtained on all frequencies by the use of special stage of tuned r.f. precluding the heterodyne stage on the broadcast and shortwave band. 8-m. concert range speaker, phonograph jack.  
**Prices:** C 300, \$139.50, 150,

1691, 5-tube, all-wave, 6 m speaker, 49 meter band and 19.5-2300-6400 ke. *Radio Retailing*, September, 1936.



**8 GENERAL ELECTRIC**

*General Electric Company*

**Model:** F 155  
**Description:** 15 metal tubes, 5 bands, colorama dial Personalizer, silent tuning, sentry box, sliding tube tuning scale, 15-m. stabilized dynamic speaker, music speech control, all-wave. Cabinet is thoroughly custom in design and finished in two-tone walnut.—*Radio Retailing*, September, 1936.



**9 RADIOBAR**

*Radio-Bar Company of America*

**Models:** Radio-Bar phonograph combinations and automatics with cocktail equipment.  
**Description:** Six standard models in two combinations. All standard models may be had in antique wire trim finish at slight additional charge. Philco Radio chassis throughout. Complete cocktail equipment included.  
**Prices:** 6 standard models range from \$140 to \$429 and the combinations are \$895 and \$795.—*Radio Retailing*, September, 1936.

**These new items may be just the hypodermic your market needs**





**10 MAJESTIC**

*Maestri Radio Co.*

**Models:** 1927 line of radios.  
**Description:** Model 70, 7 tubes, 3 tuning bands, radio beam tuning on all bands, radio eye illuminated, eye control, push indicator.



8 in. Super Clultura 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 shortwave 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:** \$1495 to \$139.50 — *Radio Retailing*, September, 1936.

**It costs you nothing to keep up to date. Circle the numbers, sign and mail**

**11 FAIRBANKS MORSE**

**Models:** 4001, 4002.  
**Description:** 4001, 10 tubes, 3 tuning bands, 12-in. auditorium speaker, edge raylighted glass tuning dial, Gyro rapid tuning 32 to 1 ratio, acoustically treated cabinet interior.  
Model 4002, 12-tube console, 5 tuning bands, including ultra shortwave and long wave — *Kerr*, *Radio Retailing*, September, 1936.

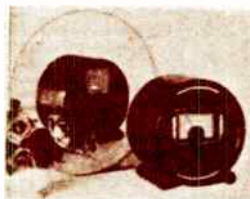


**12 WILCOX GAY**

*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, \$49.95. — *Radio Retailing*, September, 1936.



**13 ZENITH**

*Zenith Radio Corporation*

**Model:** 10S-17.  
**Description:** 10 tubes, 3 tuning bands, 12-in. speaker, edge raylighted glass tuning dial, radio eye, eye control, station and meter indicator, auto-tune dial.  
This set features Zephyr streamlining, which is a new standard for the Zenith models of this class. Also included in the set is the 10S-17 acousti-adaptor, radio control. An arm chair radio is also included. Certain cabinets may be had in cherry, bone white and maple at slight extra cost. — *Radio Retailing*, September, 1936.



**14 WESTINGHOUSE**

*Merchandising 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**

**Models:** 1927 line of radios.  
**Description:** 1927 line of radios, 7 tubes, 3 tuning bands, radio beam tuning on all bands, radio eye illuminated, eye control, push indicator.



**16 MOTOROLA**

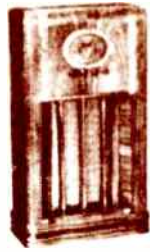
*Galvin Manufacturing Co.*

**Models:** 50, 60, 60A, 80. Golden Voice auto-radios.  
**Description:** 50, 6 tubes; 60, 6 tubes; 60A, 6 tubes; 80, 8 tubes; Golden Voice, 10 tubes.  
All sets tune from 530-1500 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, 68.  
**Description:** HA-6, auto-radio, 540-1,500 kc., 6 tubes; 68, table and console, 540-18,000 kc., 6 tubes. — *Radio Retailing*, September, 1936.

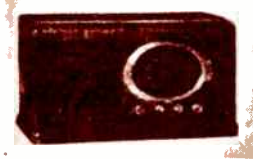


**18 BELMONT**

*Belmont Radio Corp.*

Models: 586L, 601F, 786, 1170, 878, 787, 778A.

Description: 586L, 5 tubes, 535-1720 and 2,280-6,000 kc., table set. 601F, compact, 6 tubes, 535-1720 kc. 786, 7 tubes, 535-5,500 kc. and 5.2 to 18.3 mc., table set. 1,170, 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: #67.

Description: 4-tube, a.c. superhet, 550-3700 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 class tubes, 540-18,000 kc., Punmated Magna ceramic dial, time lag tuning, high fidelity, vibra-acoustic sounding board, triple twin output.

495, table set, 6 tubes, 540-18,000 kc., Magna ceramic dial, recess speaker grille panel of walnut. Multivox control, fidelity control, vibro-acoustic floating sounding board, cardomatic 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-tubes, a.c. superheterodyne, Micro-selector, 6 1/2-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-tubes a.c., Micro-selector, 6 1/2-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: 140L, 145P.

Description: 140L, 5-range, high fidelity, acoustical labyrinth, metal tubes, trifocal tuning; de luxe edge lighted Selectorlite dial, micrometer sub-dial. 145P, radio and automatic phonograph, four range, high fidelity, acoustical labyrinth, metal tubes, trifocal tuning. Shifts and plays records of any make, 10 or 12 in. This model combines a lowboy for the phonograph mechanism with a radio set in the "column" 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. Metall-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



Arvin Rhythm Queen

## NOBLITT SPARKS

Fourteen models in nine different cabinets are offered for the coming season by Noblitt Sparks Industries, Inc., Columbus, Ind. These new Arvin sets will be known as the "Rhythm" series. They are refreshingly styled in a modern yet restrained manner.

Six console and 8 table models, including 4 models for



Arvin Rhythm Baby

6 volt battery operation and 2 small a.c.-d.c. portable models, make up the line. The prices range from \$19.95 to \$150.

Huge, black, reverse-lighted dials avoid glare and are easy to read. The "traveling spotlight station finder" makes station-finding simple. All-wave reception is provided on 5 models and police or foreign shortwave service supplements the standard band on all other models.



Arvin Rhythm Belle

"Electric eye" precision tuning is a feature on the two largest sets. New octal base "G" type tubes used in all

models of four more tubes permit either glass or metal tubes to be used. Other features are dual ratio drive for quick accurate station finding, true fidelity amplifier circuits, automatic built-in aerial tuning system in all wave models.—*Radio Retailing*, June, 1936.



Zenith 6-S-128

## ZENITH

"Accent on cabinet design and dials" is the keynote of the 1937 line of the Zenith Radio Corp., 3620 Iron St., Chicago, Ill. The furniture in many models is along modern lines but quite different from the ordinary run of "modern" treatments. The "zephyr" 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 arm chair radio, illustrated, with the dials recessed and protected by a polished glass panel which slides out of sight



Zenith 7-D-118

when the set is in use. The zephyr styling is used in this model.

Certain cabinets are available, at slight extra cost, in ebony, bone white and maple.

Technically speaking, the new Zeniths offers the following: improved overtone amplifier, acoustic adapter, "privacy plug-in" (so the hard-of-hearing may use headphones with separate volume control while others use the loud speaker). An extension speaker in an-



Zenith 3-B-111

other room may also be connected by means of this feature.

The new dial with its four knobs, one on each corner, will attract attention. There is a knob for band selection, sensitivity control, voice-music-high fidelity control and volume control. In addition, there is a split-second relocator to enable the listener to quickly return to stations previously heard; lightning finder (Ender spinner 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 \$39.95 to \$139.95. A.c.-d.c. models run from \$29.95 to \$84.95. In addition there are 3 Stratosphere sets and two high fidelity consoles. For farms, the sets are priced at from \$39.95 to \$89.95. An auto-radio and two "boat and trailer" radios, the latter with water-resistant finish, complete the line.—*Radio Retailing*, June, 1936.

## SIMPLEX Sportsman

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. Tunes from 540 to 1,750 kc. The cabinet is finished in waterproof airplane type luggage material and has both shoulder strap and handle. \$26.50, less batteries.—*Radio Retailing*, June, 1936.



Simplex "Sportsman"

## ADMIRAL AM6

Featuring a tilted dial and "fly wheel tuning" (a flick of the finger and the pointer moves), the Continental Radio & Television Corp., 325 W. Huron St., Chicago, announces de luxe console Model AM6. This receiver tunes in four bands from 150 to 375 kc. and from 540 to 18,000 kc.; has a phonograph jack, plug-in heavy duty dynamic speaker, automatic tone control (minimum noise between stations),



Continental Admiral AM6

11-inch oval dial, visual station indicator, visual wave-band indicator, "second-hand" for micro-tuning.

The tube lineup includes two 5W4 rectifiers, three 6K7 i.f. and r.f. amplifiers, a 6A8 first detector and oscillator, a 6Q7 diode detector, a.v.c. and first audio tube, a 6G5 visual indicator and two 6L6 push-pull beam power amplifiers capable of delivering 10 watts of undistorted output. Sensitivity, 2 microvolts absolute.—*Radio Retailing*, June, 1936.



Freed Battery Portable

## FREED Portable

A compact traveling-case radio complete with self-contained aerial and housed in an attractively covered case is being made by the Freed Mfg. Co., Inc., 44 W. 18th St., New York City. Tuning range, 540-1,750 kc. Works on a.c. or d.c. Weight 7 1/2 lb. List price \$25.—*Radio Retailing*, June, 1936.



F.M. Model 3101

**FAIRBANKS MORSE**

A steel shaped metal, the "Tone Projector," is incorporated in some of the new sets of Fairbanks, Morse & Co., Indianapolis, Ind. It is mounted above the speaker, deflecting and diffusing some of the higher frequencies and causing them to be projected over a very wide angle. In this way, persons sitting to one side may get the advantage of the highs as well as the person sitting in front of the receiver.

F.M.'s "Semaphore" dial is incorporated in one table model and two consoles. The "great circle" dial is used in the lower price range brackets. In the Semaphore dial the window at the top gives positive band identification. These bands come into view one at a time. The center circle is the shortwave separator—the indicator is a traveling light which acts as a band spreader for locating and retuning foreign stations accurately. A circle on the left marked "volume"



F.M. Model 1170

gives 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 case" (see illustration). In addition, a metal base completes the shielding of the chassis.

Model 3710, 5 tubes, 540-7,500 kc., cabinet finished on all sides, is \$29.95; 5871, 5 tubes, 540-1,750, 2,350-23,000 kc., \$39.95; 72C2, 6 tube "turret shielded" chassis, tone pro-

jector, 540-1,750 and 2,350-23,000 kc., \$49.95; VILK, 5 tube "turret shielded" chassis, tone projector, complete dial, 5 tubes including ultra short-wave to 20,000 kc., \$99.95 and 12C2, 12 tube "turret shielded" chassis, tone projector, complete dial, 5 bands to 20,000 kc., \$149.95.—Radio Retailing, June, 1935.



Fairbank Morse Shielded Chassis

**AMERICAN BOSCH**

"American Masters," a new development from the American Bosch Laboratories, is featured by the 7337 line being announced by the United American Radio Corp., Springfield, Mass. Also introduced



American Bosch 411 and 424

is the new "Hand Scold Baffle" which, the release reads, "is as resonant as the shell in the hand scold."

There are 5 console and 8 table or personal models in the series ranging from 5 to 12 tubes. All sets are multi-wave. Cabinets are distinguished by super-size 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 Retailing, June, 1935.



American Bosch Model 6627



Troy Model 1170

**TROY**

For model as well as for appeal, it being obtained in the new sets of the Troy Radio Mfg. Co., 1142 S. Olive St., Los Angeles, Calif. The cabinets are distinctive and intelligently styled. Many of the sets may be had in white as well as walnut.



Troy Table Model

Model 733C, illustrated, a portable phone-radio combination with RCA motor and pick-up, removable top and 5 tube superhet chassis. \$39.95.

The complete line includes one 4 tube table radio, four 5 tube and two 7 tube superhets for a.c. or d.c. operation, an auto-radio and a battery set.

In the a.c. line the price range from \$24.95 to \$99.50; a.c.-d.c., \$24.95 and \$34.95; auto-radio, \$29.95. Battery model, \$20.05.—Radio Retailing, June, 1935.



**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 Oxford-Tartak Radio Corp., 915 W. Van Buren St., Chicago, announces a new series of improved magnetic speakers for rugged a.c., a.c.-d.c. and battery sets. They are available in 5, 8 1/2 and 8 1/2 in. models.—Radio Retailing, June, 1935.

**Phonette**

A high quality radio attachment for reproducing musical recordings in combination with a radio known as the "Phonette" is offered by the Electro Acoustic Products Co., Ft. Wayne, Ind., a subsidiary of the Magnavox Co.

It is composed of design and may be easily installed. Consists of a constant speed rotating motor, turntable and crystal pick-up housed in a walnut cabinet. Available for a.c. or a.c.-d.c. operation.—Radio Retailing, June, 1935.



**C-D Condensers**

Cornell - DeHoffer Corp., Bronx Blvd., New York City, announces two lines of tubular condensers. They are the improved Tiger tubular condensers and the improved tubular condensers.—Radio Retailing, June, 1935.

**Trav-Ler Radios**

An extremely small 5-tube radio set may be obtained from Trav-Ler Radio & Television Corp., 1015 W. Van Buren St., Chicago, Ill. Its dimensions are 11x4x2 1/2 and the weight 7



lb. It comes in a two-tone walnut cabinet finished top, back and front and sides at \$19.95. Model 411, illustrated, is a 4-tube set in a cabinet of walnut. \$19.95. Model 412 is a 5-tube superheterodyne with battery operation. \$22.50.—Radio Retailing, Aug., 1935.





RCA Victor Roa Phonograph

**RCA VICTOR**

In the regular a.c. line just brought out by the RCA Mfg. Co., Inc., Camden, N. J., there are 28 models under \$100. Several sets go down to net 100 k, where two-way phone conversations may be heard. All sets use metal tubes. Many have the Magic Eye and Magic Brain as well as a phonograph terminal.

New this year is the "Magic Voice," which eliminates "howling" from low 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 phonograph with dynamic amplifier, a radio record player and four farm radios.

In the table line there are 7 a.c.-d.c. jobs, 8 straight a.c.



RCA-Victor Model 5X3

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 9U-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

is a fine example of two-way conversations. The new Model 4X4, the RCA 4X4's, with its exceptional 12 in. phone speaker and 12 in. dynamic speaker, comes in 700 cycles. The RCA 4X4's, Model 4X4's, with 10 in. speaker, 10 in. dynamic speaker, and 10 in. speaker, comes in 700 cycles. *Radio Retailing*, June, 1936.



RCA Victor Model 4X4

**CROSLLEY**

The Phantom Conductor (Auto-Expression) 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 bulbs.

Multivox control, a completely new feature in the deluxe 1937 sets, permits the listener to select the type of audio response desired. When the Phantom Conductor set is in operation by means of the Multivox Control, the volume range is automatically increased, resulting in more natural expression of the program.

New and distinctive designs characterize the cabinets of this season's sets. There are fifteen models ranging from \$



Crosley Model 167

to \$49.95. The consoles run from \$49.95 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 header or under-lash speaker or a combination of both.—*Radio Retailing*, June, 1936.

In this price range are sets covering the standard and shortwave American bands, also the foreign shortwave and ultra longwave bands. Twenty-five sets make up the complete line. Illustrated is the new dial Model B 131, 6 tubes, a.c.-d.c., American, foreign and police bands, \$29.95 and Model F-133, 6 tubes a.c.-d.c., American, foreign, police and weather, Gemloid dial, \$44.95.—*Radio Retailing*, June, 1936.



Crosley Model 167

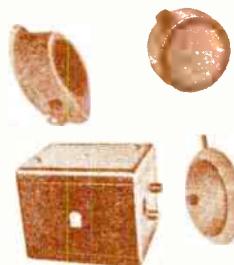
in the line. The new "Mystic Hand" complete set, Model 167, comes in 700 cycles.

The Crosley sets are ready for the table-top or can be mounted on a wall. The new "Mystic Hand" set is a complete set, Model 167, comes in 700 cycles.

The table sets which include tables upright and the new "Mystic Hand" type set, priced from \$19.95.

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Crosley Auto-Radios and Speakers

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**CARTER Converters**

6, 12, 32 and 110 volts d.c. may be converted into 60 cycle, 110 volt, a.c. with the new converter of the Carter Motor Co., 359 W. Superior St., Chicago, Ill. It is extremely small and compact and has an output of 40 watts. The case is provided with vents for air cooling and the armature is dynamically balanced. The special bearings require no oiling. Size 4x5x2 1/2. *Radio Retailing*, June 1936.

**EMERSON**

A complete line of radio sets, including a new "Gemloid" dial set, is being introduced by Emerson Radio Co., New York City. The sets are available in 700 cycles.



Emerson Model F111

large dial (illustrated) with figure "1" at "may be read readily and easily.

Emerson sets which will appeal both to technically-minded men and to the less-conscious



Emerson Model B111

women have been incorporated in this line of "Harmonized Unit" radios.

Priced from \$14.95 to \$95.95 the new series includes a.c. and a.c.-d.c. sets, portable battery radios, farm models, auto radios and combination radio-phonograph receivers.

In this price range are sets covering the standard and shortwave American bands, also the foreign shortwave and ultra longwave bands.

Twenty-five sets make up the complete line.

Illustrated is the new dial Model B 131, 6 tubes, a.c.-d.c., American, foreign and police bands, \$29.95 and Model F-133, 6 tubes a.c.-d.c., American, foreign, police and weather, Gemloid dial, \$44.95.—*Radio Retailing*, June, 1936.



Emerson Gemloid dial

# NEW MERCHANDISE



Continental M169

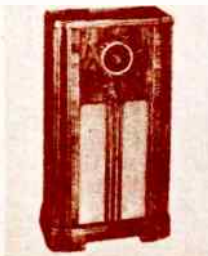
## Continental "Admiral" Radios

"The Step-up Line" of 1936 Admiral radios is being introduced by the Continental Radio and Television Corp., 225 W. Huron St., Chicago. There are 13 models—12 for the home and a metal tube auto-radi. Six volt battery sets are also included.

All sets for a.c. operation, except the lowest priced one, are equipped with metal tubes. The auto-radio has 2 metal tubes. Eight inch dials and 12 in. auditorium speakers are used in the 40 in. consoles. The list prices range from \$27.50 to \$39.50.

Outstanding in the line is the "Lo-By", Model M169, a compact table model (see cut). It is a 6 tube set (2 metal tubes).

Zone index tuning, a new feature of the Admiral line, is offered in every model. It presents a dial arrangement that makes reference tuning of popular stations possible without consulting the frequency or wave length of the station.—*Radio Retailing*, February, 1936.



Continental Console

## Jensen Speakers

The Jensen Radio Mfg. Co., 601 S. Laramie Ave., Chicago, has just released a complete new line of permanent magnet electro-dynamic speakers in 6, 8, 10 and 12-in. sizes. The principal feature is the use of a newly discovered alloy used in the magnetic structure. This permits a very substantial improvement in performance.

Battery type radio receivers for automobile or home may now be equipped with electro-dynamic speakers comparable to the energized type used in a.c. receivers. For p. a. work and other general applications several models are offered, all particularly suited for the purpose.—*Radio Retailing*, February, 1936.

## Westinghouse Table Sets

Westinghouse Electric Supply Co., 100 North Sixth St., New York City, has introduced a new Jubilee set with table model.

The Jubilee, WR-208. The object has been to create a table set designed to fit into the conventional console type. The dial has been moved to the left with the speaker grille on the left. The speaker for the tuning indicator is a large, illuminated dial, and white, and is of a price of \$41.—*Radio Retailing*, February, 1936.



Westinghouse 208

## AK Model 725

The new and distinctive "Arrow Light Tuning" is incorporated in the Model 725 table set just brought out by the Atwater Kent Mfg. Co., Philadelphia, Pa. A moving arrow of light points out the stations so that they may be tuned in easily and accurately. This set also has the new rainbow dial on which the tuning scales are illuminated in an unusual manner through the edge of the glass. The figures are printed on the glass by a special process and stand out in a soft glow like a well lighted etching. This set covers the standard broadcast band as well as stations up to 1,000 kc. Uses metal tubes.—*Radio Retailing*, February, 1936.



Atwater Kent 725

## Solar Dual Type "Little Giants"

The ultra-compact midget dry electrolytics introduced by the Solar Mfg. Corp., 539 Broadway, New York City, some months ago can now be had in the dual type. This series affords the same space-saving economy and offers lower cost than buying two singles with increased convenience through flange mounting sections made with separate sections, with leads from each section. Four types are available.—*Radio Retailing*, February, 1936.



Crosley Barkentine

## Crosley Radios

The "Auto-Expressionator" a radically new development, made its first appearance in the 1935 deluxe line of sets of the Crosley Radio Corp., Cincinnati. It restores the full expression range of radio programs just as they are played in the studio—before making by the station engineer—the announcement reads: "What occurs is this: The heavy volume that



Crosley "Auto-Expressionator"

has been compressed so to speak, by the control man, is restored to its entire fullness. Likewise the light passages that have been increased in volume are automatically reduced to the softness with which they were rendered by the orchestra.

The Auto-Expressionator is a device with two paths through which the electric current may flow. The speaker is connected in the circuit of one of these paths and the Auto-Expressionator bulbs are in the other path. At low volume the signal divides equally between the two paths. As the volume increases the Auto-Expressionator, or bulb path, becomes more and more restricted causing more and more electric current to be diverted and flow through the speaker. The set may be operated with or without this device by means of a switch on the front panel.

Other features are an Automatic Bass Control, a newly developed vibroacoustic sounding board and curvilinear speaker cone. Dialing is made easier by the new magnon dial. Time-logging is possible with this dial.

As usual the Crosley line covers a wide variety of sets ranging from the Trave, a 4 tube a.c. set, \$25, to an 11 tube console, \$149.50. Both metal and glass tube models are offered as well as a most complete series of battery operated radios. To go with the latter, Crosley offers the "Wincharger" to keep the 6 volt storage battery charged.—*Radio Retailing*, February, 1936.

## Fada Radios

The new Model 165 of the Fada Radio & Electric Co. 30-20 Third Ave., Long Island City, N. Y. is a 6 tube a.c. three band world wide super-het with frequency range of 147 to 16,000 kc. and 5.75 to 28.5 mc. including weather band. Featured circuit is the performance. \$49.95.

Model 167 is a 6 tube a.c. set with frequency range of 147 to 16,000 kc. and 5.75 to 16.5 mc. It contains same chassis features as Model 168 and comes in the same cabinet. \$44.95.—*Radio Retailing*, February, 1936.

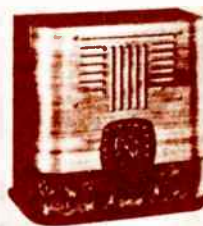


Fada 167 and 169

## Kadette Model 77

An all-world 7 tube a.c. de radio, Model 77, has just been placed on the market by the International Radio Corp., Ann Arbor, Mich. This set has two tuning bands—550-1600 kc. and 5.5-17.5 mc. with extra large airplane dial, convex crystal enclosed and illuminated in two colors. Tubes used are: 6A7, 75, 43, 6D9, 43 20Z5 and 60R30.

In appearance and styling it is a companion model to the Model No. 829.95.—*Radio Retailing*, February, 1936.



Kadette 77

## Taco Master Antenna System

As many as 25 sets may be operated on a single aerial and download with the new master antenna system of the Technical Appliance Corp., 17 E. 16th St., New York City. Equally effective for short wave and broadcast reception.

This system is available in any combination of components for any kind and size of installation. Also available for concealed wiring in new buildings or exposed wiring in old buildings.—*Radio Retailing*, February, 1936.









# 1937

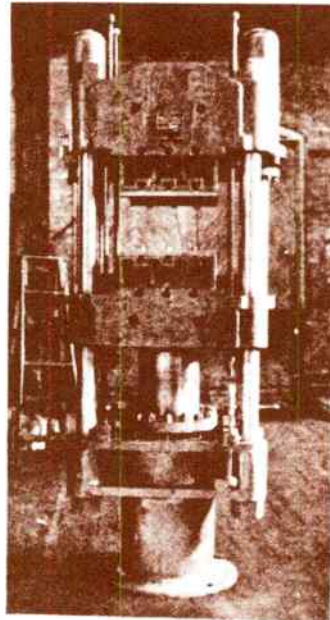
# P L A S T I C S



**\$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 thermo-setting resin must be carefully measured to suit the die and steam heat applied.

... what you should know about them



... what you should know about them. They know that it doesn't shrink or warp, they know that it needs no varnishing 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 chemists can do and actually the familiar satiny ivory or translucent pearly white cabinet is the descendant of such lowly forerunners as garden fertilizer and embalming fluid. A step or two developed, of course, but that's what it is.

The base of the material is a residue 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 thermo-setting 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.

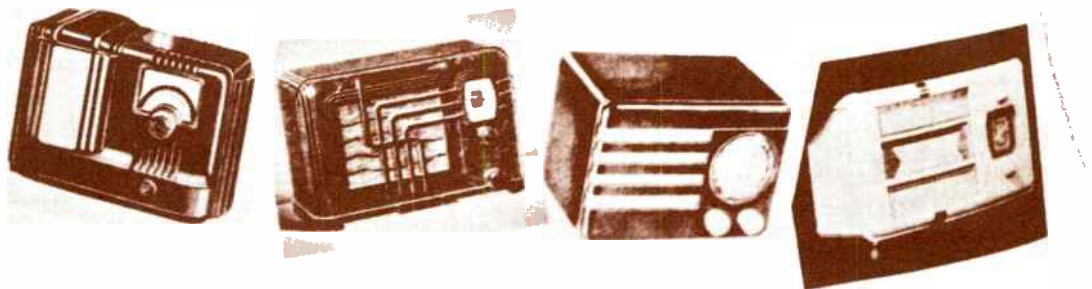
Radio cabinets are but one of the many uses to which the fast growing plastics industry has put its product. Some of the more common uses are the manufacture of buttons and buckles for women's dresses, wal-

**R**ADIO 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







**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.

...the plastic molded cabinet generally comes from the die in a single piece. Where there is no putting together there is certainly no chance of

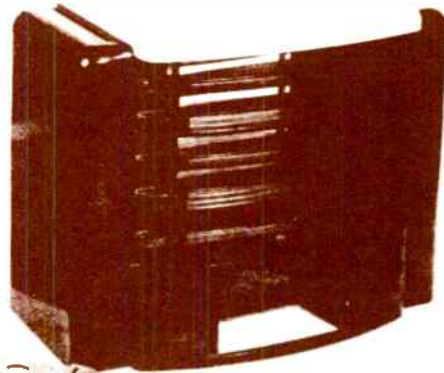
...the color and finish permanent? Can it provide good core? Will it stand up? The evidence that has been gathered by those who have to know indicates an affirmative answer to these questions and in a field as new and fast growing as the synthetic plastics, research and development are uncovering new possibilities all the time.

The plastic molded cabinet generally comes from the die in a single piece. Where there is no putting together there is certainly no chance of

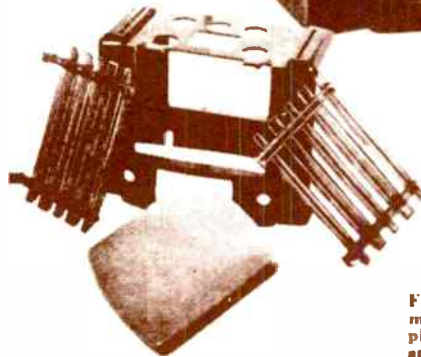
*Continued on p. 187*

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.

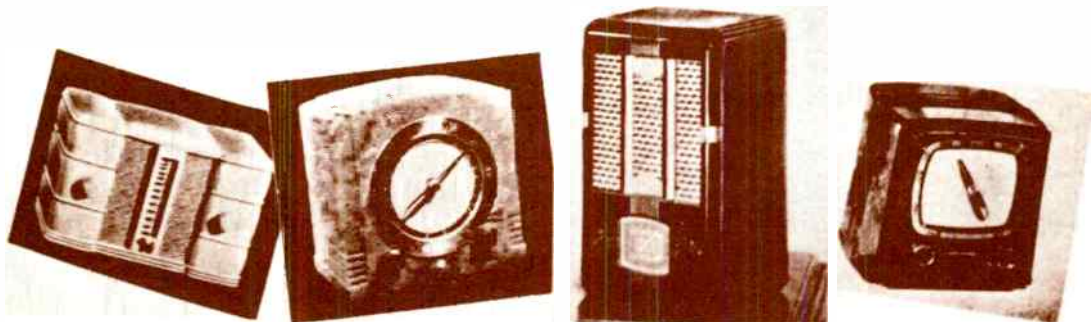
**By Frank H. Johnson**



**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

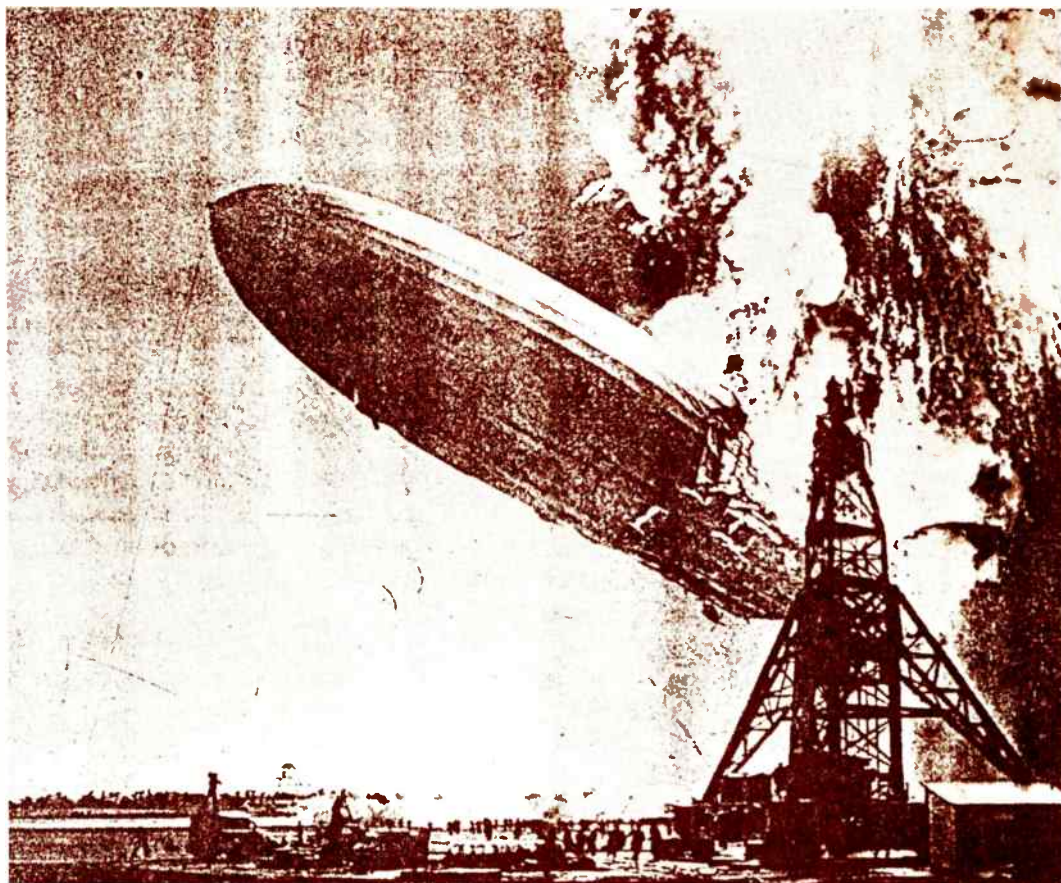
*The Goldbergs*

*Myrt & Marge*

*Kate Smith's Bandwagon*

*Charlie McCarthy &*

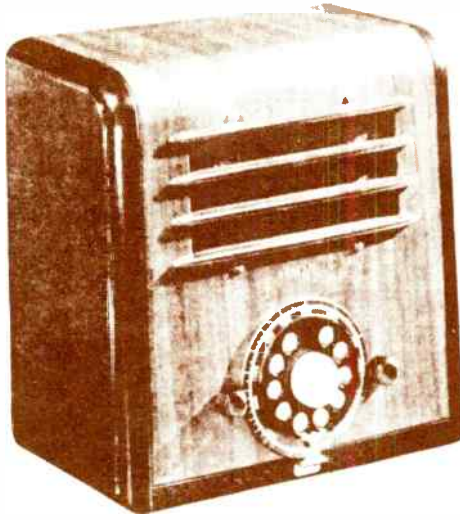
*Edgar Bergen*



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!

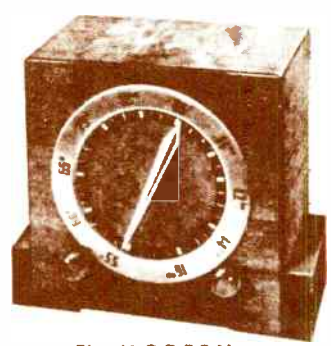


The  
**KADETTE  
MODEL 35**  
Lowest priced radio on  
the market with the new  
telephone type dial  
tuning. Tune in desired  
station by inserting  
finger tip in desired  
opening and twisting  
dial to stop plate at  
bottom. Complete  
broadcast and upper  
police bands.  
**\$24.95**  
COMPLETE



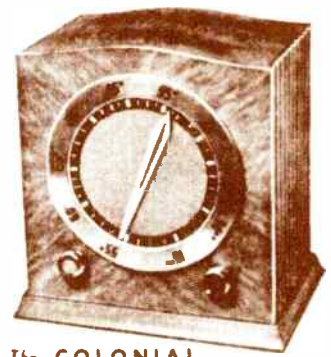
The  
**KADETTE  
Classic**  
**\$29.50**  
COMPLETE

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.

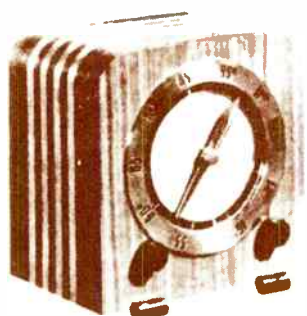


The MODERN

The  
**KADETTE  
Cloclette**  
The "Cloclette" sells on sight! A  
great little set, exceptional tone,  
highly selective. And there's nothing  
like it in appearance on the market.  
**\$19.95**  
COMPLETE



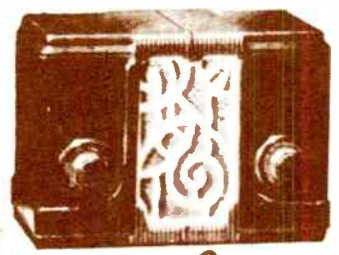
The COLONIAL



The FUTURA

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 "Jewel 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—  
irresistible tones—make it your radio leader.  
**\$10.00**  
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

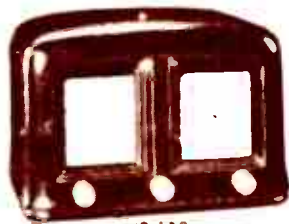
Be on the lookout for the new Westinghouse 5 point selling plan, and the new Westinghouse line of precision sets. When you see them, you'll agree that you can make money with Westinghouse.

## 7 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 224



WR 222



WR 338

# Westinghouse

# Precision Radio

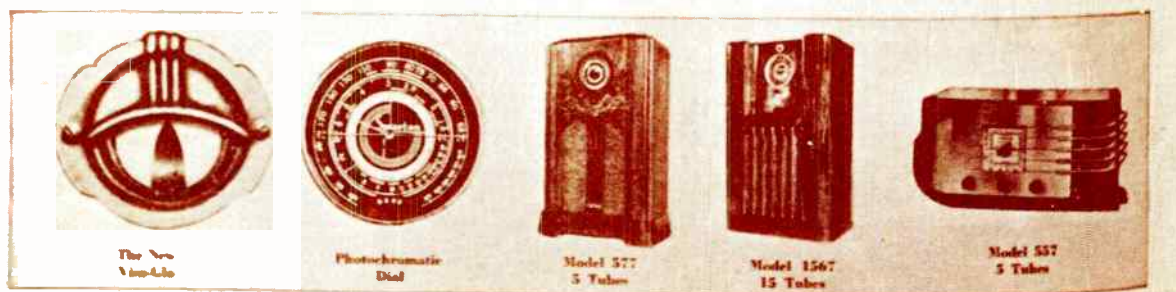


# The **BIG** PHOTOCHROMATIC DIAL

• 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 mirror glass, affording new and permanent accuracy and the refinement of a fine etching. Here new beauty and legibility are brought to the radio.
- 2 **Tone Expansion.** This clever device automatically naturalizes the expressions and "feelings" of artists to the fullest extent. Reproduction becomes colorful and alive, thus banishing the flatness that has been a part of reception since the beginning. Background sounds are vastly reduced.
- 3 **Automatic Vernier Tuning.** Rapid dial maneuvering until station is selected—then automatic step down in speed of tuning pointer for sharp "cutting in" of station at exact point.
- 4 **Centralized Radio Nerve System.** Resulting in the utmost sensitivity and clear reproduction on a noise-free background.
- 5 **Automatic Volume Control.** Stations parade across the dial with uniform volume—whether local or foreign. Fading is eliminated. Glass notes are compensated.
- 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 temper 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 insure quiet reproduction regardless of power output of 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



The New  
Viso-Glo

Photochromatic  
Dial

Model 577  
5 Tubes

Model 1567  
15 Tubes

Model 537  
5 Tubes



*Three Flashing NEW Stromberg-Carlsons*  
TO START THE NEW YEAR



NO. 140-M Triple Range Console Equipment with Labyrinth Price \$157.50



*Labyrinth* RADIO

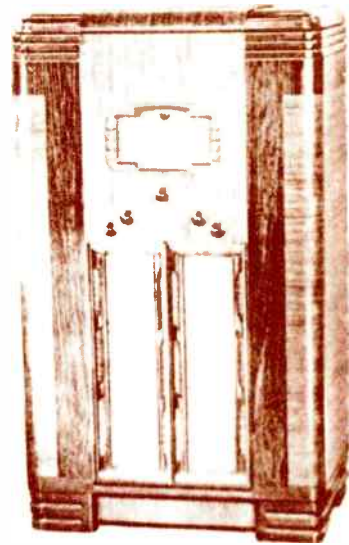
The largest portable radio in the world. It has such features as the plastic coating on the cabinet which is the source of the exaggerated boom in tone. It provides deep bass notes with a new Schuler and increases the volume capacity and accuracy of the loud speaker.

1937 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 Fri-Focal Lining, plus many other exclusive profit-building Stromberg-Carlson features. These new models prove conclusively that, for sales that count, "There is Nothing Finer than a Stromberg-Carlson."



NO. 140-J TRIPLE RANGE TREASURE CHEST Price \$117.50



NO. 145 SP FOUR RANGE RADIO AND AT 10-14-111 PHONOGRAPH. Equipment with Labyrinth, Shells and glass records of any standard make, either 10 or 12 inch. Price both \$149.95 in records. Full floating pickup mount \$325

The complete line of Stromberg-Carlson ranges in price from \$51.75 to \$200. (All prices slightly higher in Southern States and West of the Mississippi.) STROMBERG-CARLSON TELEPHONE MFG. CO. RICHMOND, N. C.

**Stromberg-Carlson**



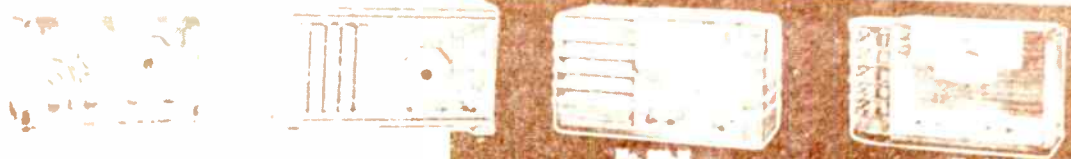
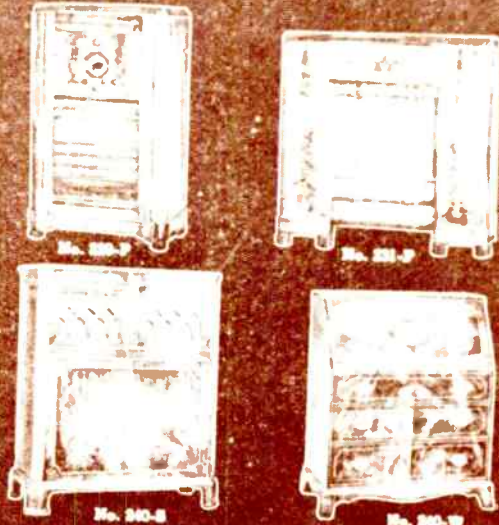
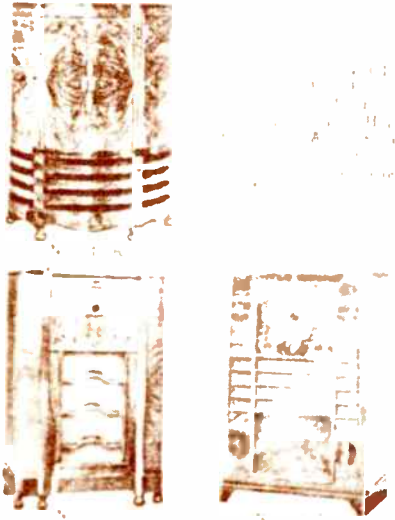


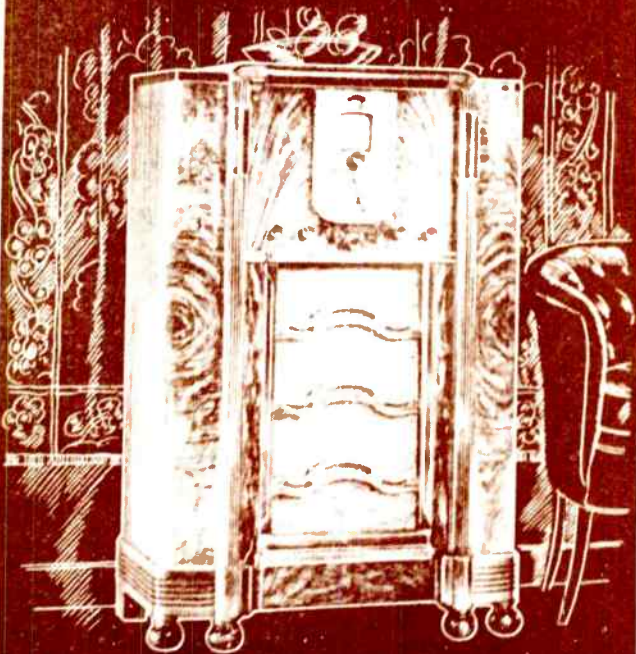
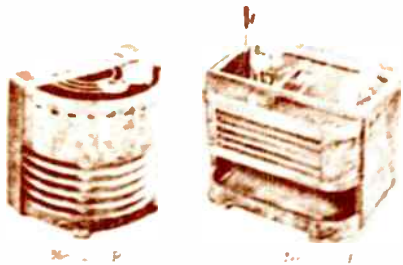
TABLE MODELS IN THE HORIZONTAL STYLE POPULARIZED BY STROMBERG-CARLSON



CONSOLES AND FURNITURE MODELS YEARS AHEAD IN BRILLIANCE OF DESIGN



END TABLE AND COFFEE TABLE MODELS



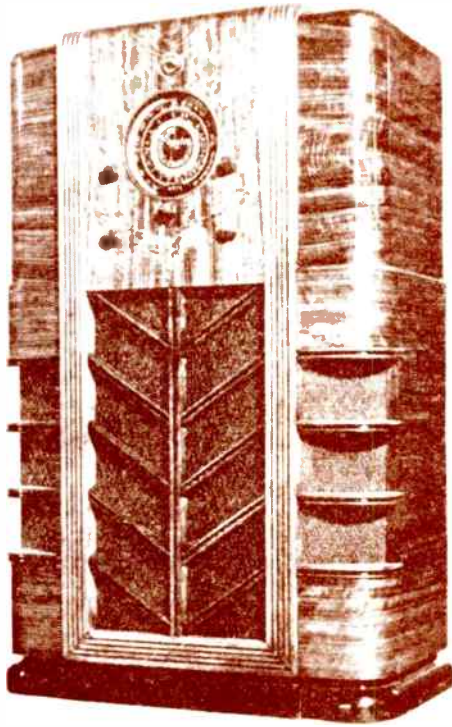
THERE IS NOTHING FINER THAN A  
**Stromberg-Carlson**

# SHOW LINE *of* 1937

## AND TONE EXPANSION



Model 117  
11 Tubes



Triolian Model 1867  
18 Tubes



Model 1987  
9 Tubes



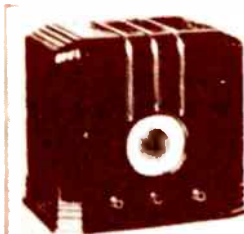
Model 867  
8 Tubes



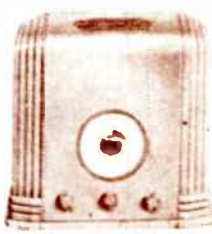
Model 667  
6 Tubes



Model 567  
5 Tubes



Model 217 B  
5 Tubes



Model 517 B  
5 Tubes



Model 537  
5 Tubes

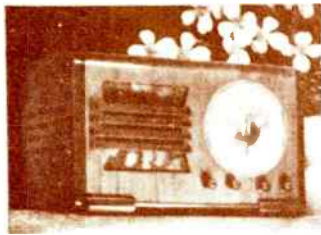


Model 617  
6 Tubes

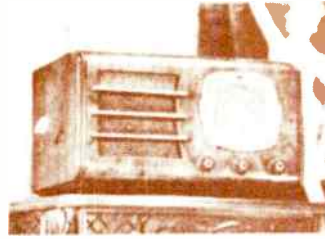
1937



## ADMIRAL "LAYDOWN" TABLE RADIOS—AC AND AC-DC—5 TO 8 TUBES

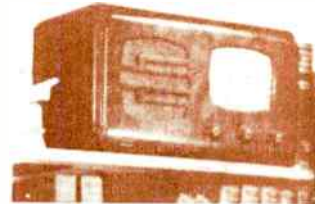
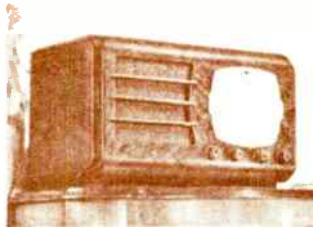


**ADMIRAL 7 TUBE AC**  
 Model 9677M  
 This super-heterodyne 7 tube AC radio has a 10" high speaker with 8 permanent magnet dynamic speakers. Features automatic tuning, automatic volume control and base interference control.



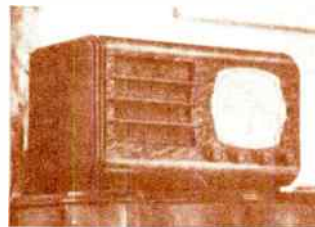
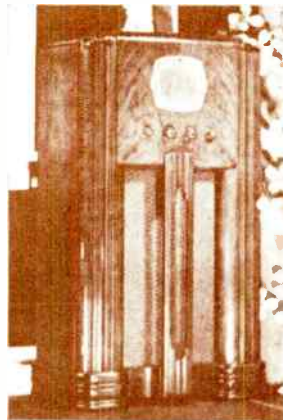
**ADMIRAL 6 TUBE AC**  
 Model 9756W  
 This high fidelity AC radio has a 10" high speaker with 8 permanent magnet dynamic speakers. Features automatic tuning and base interference control.

**ADMIRAL 8 TUBE AC**  
 Model 9608K see above 8 tube AC super-heterodyne 10" high speaker with 8 permanent magnet dynamic speakers. Features automatic tuning, automatic volume control and base interference control.  
 Model 9608T For AC DC operation Has same features.

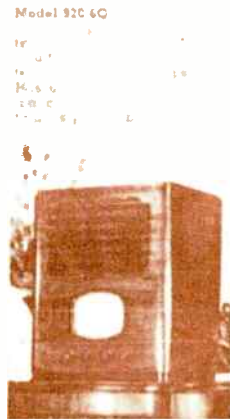


## ADMIRAL 6 VOLT, 6 TUBE BATTERY CONSOLE AND TABLE RADIOS

**ADMIRAL 6 TUBE 6 VOLT BATTERY CONSOLE**  
 Model 9506P see right 6 tube 6 volt battery radio in 41" console. Tunes American and foreign stations, police, amateur and ships at sea with clarity and richness of tone equal to 110 volt AC radios. Has 8 permanent magnet dynamic speakers, automatic volume control and continuous type tone control.

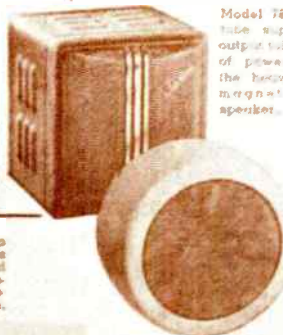


**ADMIRAL 6 TUBE 6 VOLT "LAYDOWN" MODEL**  
 Model 9656P see above 6 tube 6 volt battery radio in 14" laydown cabinet. Tunes American and foreign stations, police, amateur and ships at sea. Has 8 permanent magnet dynamic speakers, automatic volume control and continuous type tone control.



**JUST TOUCH A BUTTON**

**Safety First With Touch-O-Matic Tuning**  
 Keep your eyes on the road. Just touch a button and in comes one of your favorite stations clear as a bell. As quick and simple as switching on an electric light—That's Touch-O-Matic Tuning. Makes auto driving safer!



Smart-looking dash control to match any American car is available for each Admiral Auto Radio. For tuning distant stations when "Touch-O-Matic" Control is not in use.

**Model 78** see left 7 tube super-heterodyne 8" high fidelity output with 8 permanent magnet dynamic external speaker. Amazing performance.

**Model 88** see left 8 tube super-heterodyne 8" high fidelity permanent magnet dynamic speaker may be installed in any position below dash Smart metal case Gives tone quality equal to home radios.



**Model 77** see above 7 tube super-heterodyne with 8" heavy duty dynamic speaker and contained in the set. Gives daytime reception in any nearby town; sturdy compact Easy install. Dependable performance.



## ADMIRAL PRESENTS AMERICA'S SMARTEST AUTO RADIOS

**NEW CATALOG NOW READY—SEND FOR YOUR FREE COPY TODAY!**

**CONTINENTAL RADIO & TELEVISION CORPORATION**  
 325 W. HURON ST., CHICAGO, ILL.

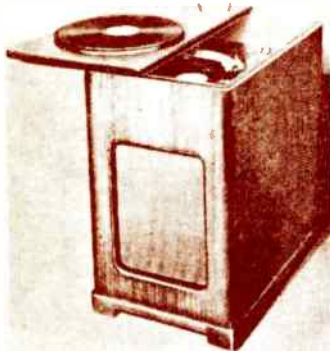
# PICTURE PREVIEW of

Alpha Radio Corporation

## 1 ANSLEY

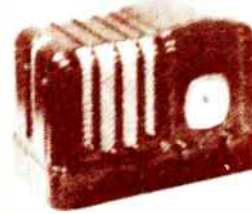
Ansley Radio Co., Inc.  
40 W. 73 St., New York, N. Y.

**RADIO DYNAPHONE D 10**—7 tube radio crystal pick up automatic stop on record cabinet comes in solid walnut, maple or mahogany.

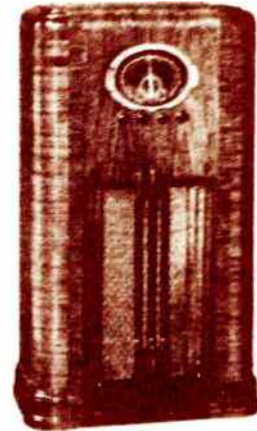


**RADIO DYNAPHONE D 23**—Arm chair combination with glider top; crystal pick up cabinet may be had in walnut, maple or mahogany; 7 tube radio 12 in. speaker.

## 3 BELMONT



**MODEL 170**—De luxe set with cathode tuning eye attractive large oval dial with edge illuminated glass dial scale; wave bands indicated on dial.



## 2 AUTOMATIC

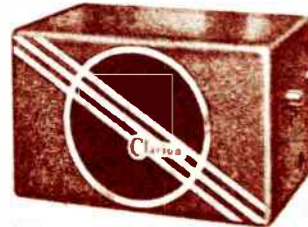
Automatic Radio Mfg. Co., Inc.  
122 Brookline Ave., Boston, Mass.

**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.

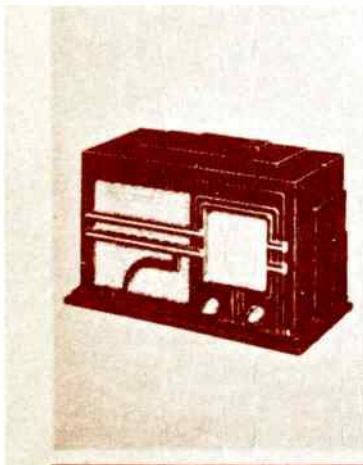


## 4 CLARION

Clarion Corp.  
508 Park St. Chicago



**AUTO RADIO**—One of twelve new models which will make up the new line five 7 tube five 8 tube and two 9 tube sets offered ranging in price from \$34.95 to \$69.95.



**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.

**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.





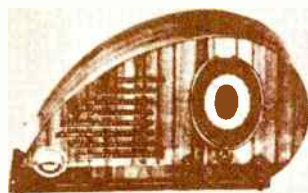
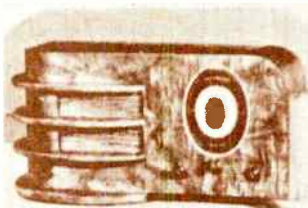
# FEATURED MODELS

Numbered and on page 91 brings you a 33 tone message

## 5 CLIMAX

Climax Radio & Tel. Co., Inc.  
511 S. Sangamon St., Chicago, Ill.

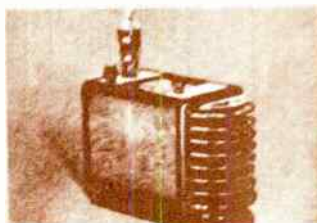
**THE EMERALD** — Cabinet styling is ultra modern; built of butt walnut veneers, toned and hand rubbed to a fine luster; multi-colored convex illuminated dial with simulated gold etscutcheon.



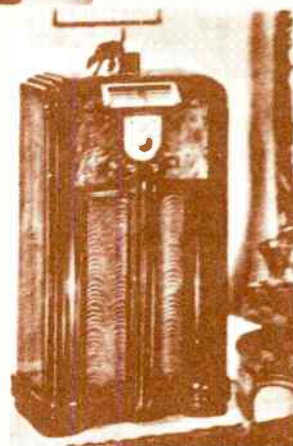
**THE RUBY** — Striking "tear-drop" design; striped walnut veneers carry out the graceful streamlining; base is polished black; equipped electronic tuning indicator tube which is covered with a simulated gold etscutcheon.

## 7 CONTINENTAL

Continental Radio & Tel. Corp.  
151 W. Madison St., Chicago, Ill.



**ADMIRAL 95501** — Arm chair radio with glass-protected top for glasses and an ottoman cover on top of the semi-circular and piano finely matched woods used on sides.

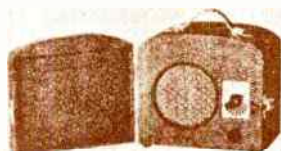


**ADMIRAL 935-115** — Tilt tuner console with dials high enough to allow for tuning while dancing; automatic tuning of stations; conservatively modernistic cabinet design.

## 6 CLINTON

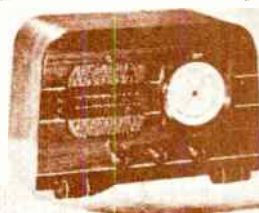
Clinton Mfg. Co.  
1217 W. Washington Blvd., Chicago, Ill.

**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.

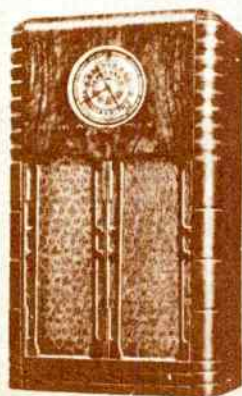


## 8 DETROLA

Detrola Radio & Tel. Corp.  
1501 Grand Ave., Detroit, Mich.

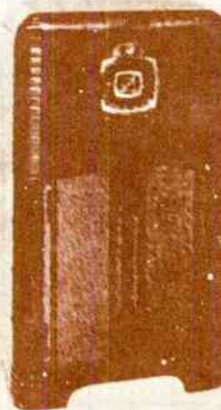


**GLEN 172A** — Modernistic in line; sets on four round legs; large full vision dial; inlay effectively adds to streamlining; 5 inch speaker; 5 tubes; ac-dc



**MODEL 1102**—Bant 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; louver effect on corners of cabinet at top



**DICTOGRAPH**

1. L. E. F. E. T. E. L. E. T. E.  
480 Fifth Ave. New York, N. Y.



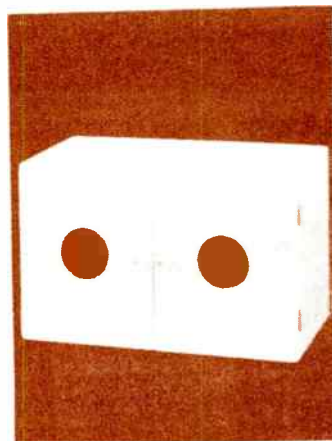
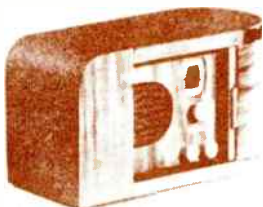
**MYSTIC EAR** May be placed to the ear or head or placed under pillow may be used with or without radio speaker turned on especially valuable to the hard of hearing attaches to any standard model radio.

**ESPEY**

**MODEL 77G** A standard 15-watt hand-tooled with net heads for a touch of smartness. One panel of hand polished curly maple for contrast.



**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 77H**—Smart cabinet covered in rich leather decorated with gold tooling and insets of carved corner. Side leather is washable and sturdy.

**ELEC. RESEARCH**

Electrical Research Labs. Inc.  
2222 Diversey Blvd., Chicago, Ill.

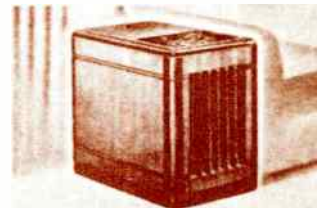


**TUNING DIAL**—Close up of the Sentinel quick-as-a-flash tuning dial on the console illustrated; eight of the most popular stations may be pre-selected and identified.

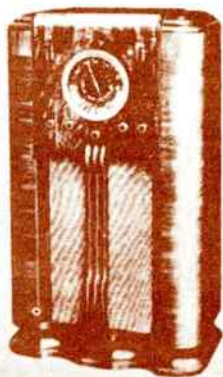
**FAIRBANKS MORSE**

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 lines and carry out the vertical design; these are inlaid at both top and bottom.



**FREED**

Freed Mfg. Co. Inc.  
14 W. 18th St. New York, N. Y.

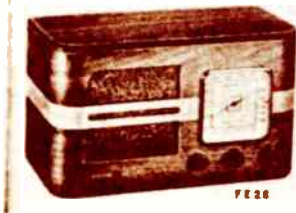
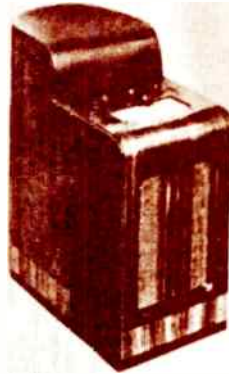
**FREED EISEMANN 26**  
—Traveling case portable; ideal for trips vacation use camps—anywhere where alternating or direct current is available; dynamic speaker; available in black or brown fabricoid or blue, green, red or brown striped airplane cloth.



**GENERAL ELECTRIC**

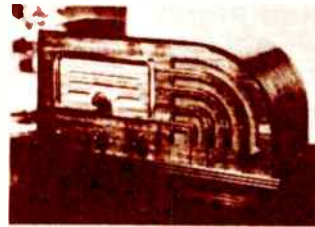
General Electric Co.  
Bridgeport, Conn.

**GE F-65**—Arm chair type; modernistic tier design; striped walnut with sassa inlays; new louver dial with each scale lighted from above to mate the large, clear numerals and markings stand out in relief; visual volume and tone indicators.



**FREED EISEMANN 28**  
—Hand polished walnut veneer cabinet with inlay and two tone finish; illuminated gold color tuning scale and gold color escutcheon; 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; 8 1/2 inch speaker.



**GALVIN**

Galvin Mfg. Corp.  
4546 W. August Blvd., Chicago, Ill.

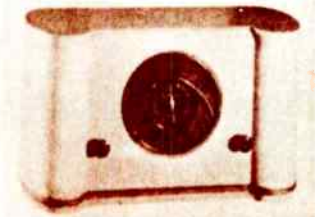


**MOTOROLA 9A**—Oval shaped and table model; walnut veneer set off by burl bands at top and base; tuning eye; "talking" dial; Central dial tuning; acoustic phasing and amplification; tuning band; individually framed and lighted.

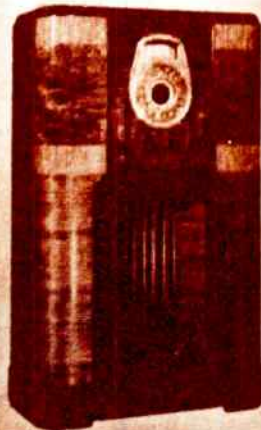
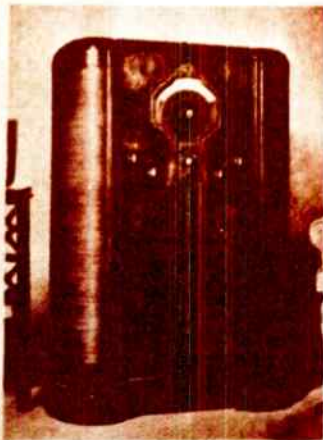
**GEN. HOUSEHOLD**

General Household Utilities Corp.  
7650 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 1/2x 6 1/2 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; Central dial tuning; hi-life.



**GRUNOW 1081**—Super-Teledial automatic tuning; "morning glory" type speaker; instrument-matched stump walnut with pilasters of stump walnut and stripe mottled, with pin stripe walnut borders.

# Preview of New



This modern chairside adaptation, Model 672, has cellorette 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

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 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-Gey (Charlotte, Mich.) Model A-37 has large acoustically corrected dynamic speaker; 540 kc to 20.5 mc

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.; 5 1/2 in. electro-dynamic speaker; cabinet measures 8 x 12 x 7 3/8 in.



MAJESTIC

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



CROSLLEY

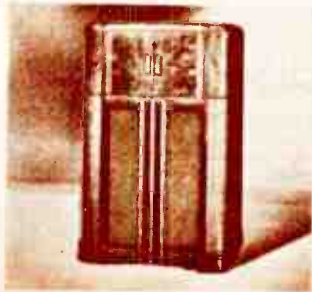
For 6 v. storage battery or 110 v. ac operation. Crosley Radio Corp., Cincinnati, Ohio, offers Model B-667A with edge lighted gold reflector type Mirror Dial; 530-1850 and 1900-22000 kc.; 6 tubes; cabinet of sliced walnut; one of seven new models—five table sets and two consoles.



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; avc; Emerson foreign tuning principle; 6 1/2 in. speaker.

The "Super-Pro", formerly available only in table cabinet or in rack 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 and 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 5650-10,000 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.  
580 Fifth Ave., New York, N. Y.



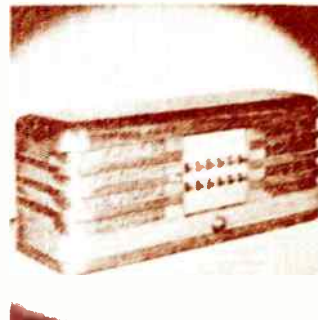
**TRAILER-DICTOGRAPH**—Provides instant communication between driver and trailer while in motion; two models—Model A permits occupant of trailer to talk to driver, speaker's voice being amplified by speaker under dash \$35; Model B provides the additional advantage of two-way, simultaneous talk \$65; driver need never take hands from wheel with either model

## WEBSTER ELECTRIC CO.

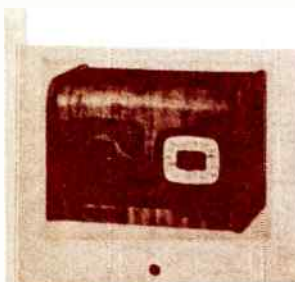
Webster Electric Co.  
New York, N. Y.

### TWO-WAY TELETYPE

Maximum capacity 24 stations; may originate at any time and receive in between; can be used in between a many as 10 persons in talk list; switch necessary conversation, are entirely private



**DELUXE SELECTIVE UNIT**—Has bank of enunciator buttons—one for each station; enunciator button comes forward when a call comes in; if party wanted is away from his desk at the time he can readily tell who was calling and merely call back



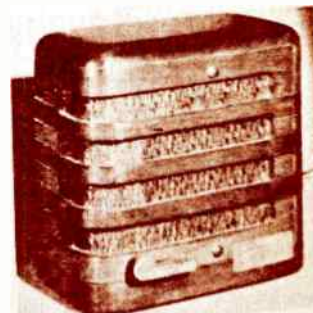
### FREED-EISEMANN

Freed Radio & Mfg. Co.,  
44 W. 15th St.,  
New York, N. Y.

Model: FE-24

Description: 5 tubes ac-dc, tri. 530 to 1820 kc., illuminated gold and blue scale. 12x8x6 1/2. — *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 3 amps; quick changeover switch; \$49.50



### AIR-KING

Air-King Products Co., Inc.,  
27 Hooper St., Brooklyn, N. Y.

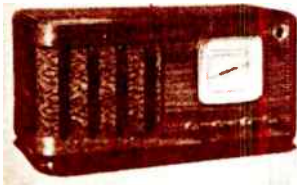
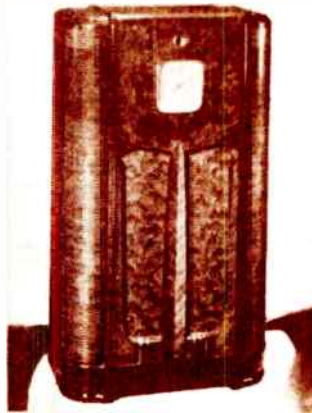
Models: Radios in color.  
Description: Models 1000 and 1001, 4 tubes, ac-dc, 540-1750 kc., small table sets in black and gold, red and gold, and ivory and gold, as well as walnut, maple or mahogany. Model 77, upright table set in a molded cabinet in varying colors and finishes, including ivory, ebony, green, red. Phono-graph jack, acc, 16-52, and 55-560 meters.—*Radio Retailing*, April, 1937.



**WESTINGHOUSE**

Westinghouse Radio Manufacturing Division  
140 Varick St. New York, N. Y.

**MODEL WR 126**—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

**ZENITH**

Zenith Radio Corp.  
6001 Division Ave. Chicago, Ill.

**MODEL 75261**—Book case and radio combined four shelves on other side big black robot dial spinner tuning, toll-free controls electric target tuning permanent acoustic adaptor.



**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 WAL-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

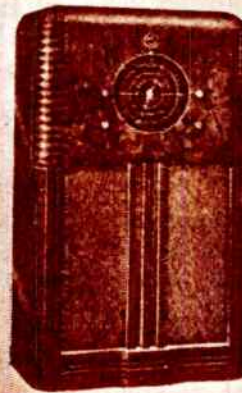


**MODEL A-32**—Compact, horizontal table set; automatic tuning; slide rule type dial; modernistic in line; smart combination of contrasting woods to carry out streamlined effect

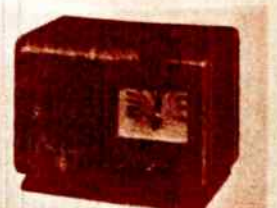
**ZEPHYR**

Zephyr Radio Co.  
1329 Mainline Ave., Detroit, Mich.

**MODEL 35Y12**—Figured walnut panels with novel fluted pilasters; giant 12½ in. cathedral type speaker; "Selecto-Unit Coil" circuit; high fidelity audio system; multi-colored dial.



**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

## EMERSON



Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City

Models: Z-159; Z-160.

Description: Z-159, 6-tubes, a.c. superhet, 540-1750 and 5,600-18,000 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 ebonized base.

Prices: Z-159, \$44.95; Z-160, \$39.95.—Radio Retailing, April, 1937.

## SONORA

Sonora Phonograph Co., Inc., 160 Varick St., New York, N. Y.

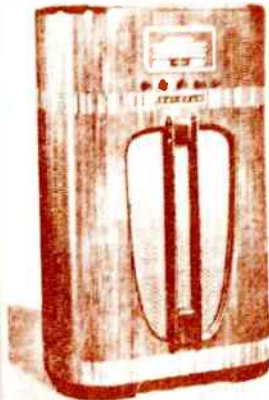
Model: Arm chair model.

Description: Available as a straight electric phonograph or in combination with a radio; receiver is a 6-tube ac-dc superhet covering from 550-1700 kc. and 17-55 mc., 10 in. speaker.

The feature of this model is the compartment for 100 records. Comes in walnut, mahogany or maple, 27x23x15 in.—Radio Retailing, April, 1937.

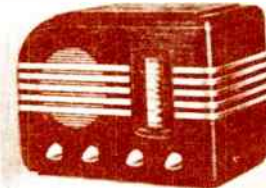


## GENERAL ELECTRIC



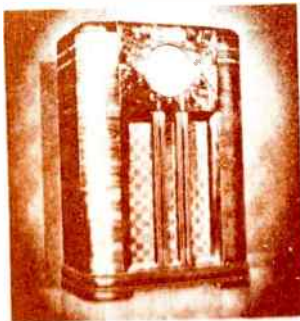
MODEL F 96—Features touch tuning because the action is instantaneous the set starts while touch tuning continues; automatic frequency tone monitor circuit; 12 in. speaker; modern wrap-around type cabinet; 4 other console sets also announced.

MODEL F 51—140-3 in a plastic cabinet of striking modern design; 6 1/2 in. dynamic speaker; tone monitor circuit; 5 tubes; sets around \$30. Model F-40 4 tube plastic cabinet, is about \$20. Three other table sets both ac and ac dc.



## ARVIN

Noble Spirit Industries, Inc., Columbia, Ind.



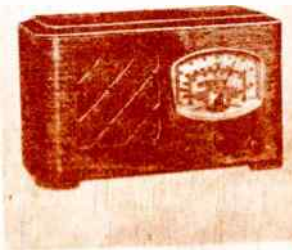
ARVIN PHANTOM KING MODEL 1427—Walnut console with automatic touch tuning; choice of 10 stations by simply pushing a button; double Phantom Filter circuit; 14 tubes; two speaker units—one 12 in. bass and one 6 in. treble; electric eye station focus.

ARVIN GRAD MODEL 638CS—One of several new models that combine chairside convenience and smart cabinet-craft Phantom Filter circuit in a 6 tube chassis electric eye station focus.



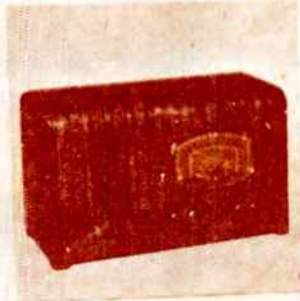
## ANCREA

Andrea Radio Corp., 48-52 48th Ave., Woodside, N. Y.

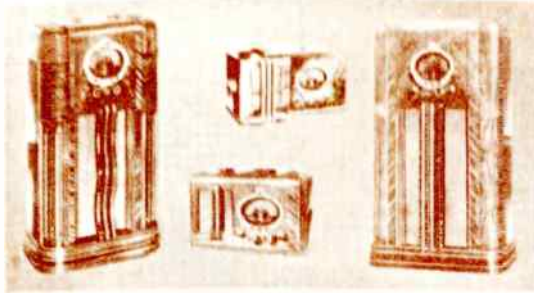


MODEL 2-D-5—Selected American walnut cabinet; 5 tubes; 535-1720 and 2050-7000 kc.; 8 tuned circuits; dual AVC; full vision illuminated dial; scale calibrated in meters and kc.; extra easy logging scale; electro dynamic speaker; dimensions 8 3/4 x 14 1/2 x 6 1/2 in.; \$19.95.

MODEL 2-D-8—inclined panel for easier tuning; 8 tubes; 13 tuned circuits; tunable rf stage on all bands; phone and remote speaker connections; triple anti-fading control; beam power Class A output; 16.4-52.6 and 187.5-595 meters; "Mystic Ray" tuning; Gyroscopic station finder; \$22.95.







Models 65, 66 and 75

## 5 MAJESTIC

Majestic Radio & Television Co.

**Models:** 937 line of radios.  
**Description:** In addition to the sets described in September the following are available: Model 65, 6-tube upright table; 66, 6-tube lay-down table; 75, 7-tube upright table; 86, 8-tube lay-down table. There are also the following consoles: Models 650, 6-tube; 750, 7-tube; 850, 8-tube; and 1050, 10-tube.



Emerson Model A-148

## 6 EMERSON

Emerson Radio & Phono. Corp.

**Models:** L-150 chairside set and A-148.

**Description:** Model L-150, chairside model, 5 tubes, a.c., allwave, 6 1/2 in. dynamic speaker. Chair side console is made of pencil striped walnut curved to form an oval shaped cabinet. Has sliding drawer which,



Emerson Model L-150

when open, reveals a compartment for cigarettes and an ash tray.

**Model A-148,** 6 tube, a.c.-d.c., standard and state police calls, Gemloid 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.



## 8 CROSLEY

Crosley Radio Corp.

**Models:** Addition to 1937 line of sets.

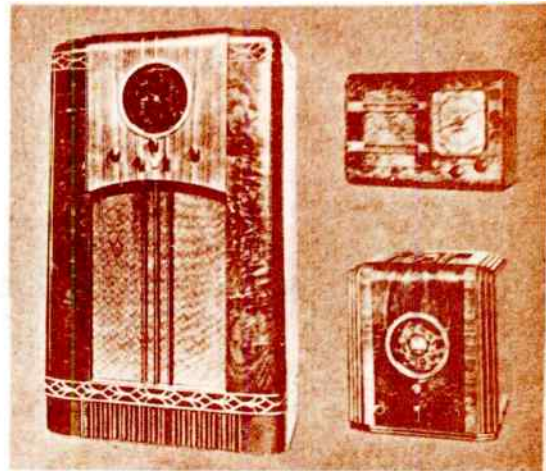
**Description:** 1 tube console \$30.00 to \$45.00 in. curvilinear speaker. Auto Expression. Magic Hand six stop volume control metal tubes. No. 1 tuning indicator. Magna Ceramic dial.

13 tube console with all

features of above. Also 11 and 12 tube consoles with same features but with 12 in. speaker.

Two 7 tube and a 9 tube console 12 in. full brating moving coil elect., dynamic speaker, 540, 10,000 kc.

**Prices:** 15 tube set, \$174.50, 13 tubes \$149.50, 7 tubes, \$67.50 and \$79.95, 9 tubes, \$77.50 — *Radio Retailing*, October, 1936. Use post card for further information.

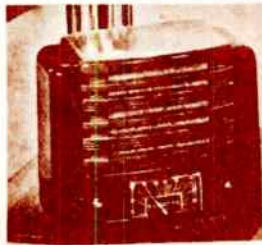


Crosley 12-16 Consoir, C629 and 744 table sets

## 9 KADETTE

International Radio Corp.

**Models:** Classic and Clockette radios.

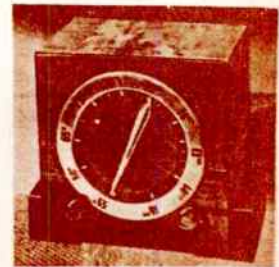


**Description:** "Classic," cabinet of three plastics, each a different color. New exterior design, crystal-like grilles of translucent Tenite. Shades combine to create harmonious color combinations. Available in four color combinations including ivory, yellow and amber and, black, red and ivory. 6 tubes, 540-1724 kc., a.c.

"Clockette" combines the dial with the speaker grille. No larger than a small clock (8x7 1/2 x 5 in.). Three period models offered: Mod-

ern, Colonial and Sheraton. A.c.-d.c., 540-1600 kc.

**Prices:** Classic, \$29.50; Clockette, \$19.95. — *Radio Retailing*, October, 1936. Use post card for further information.



## 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:** \$19.90 to \$84.50. — *Radio Retailing*, October, 1936. Use post card for further information.

# PREVIEW of NEW PRODUCTS

## MAJESTIC



**1656 CONSOLE**—12 push button automatic and eye tuning stations are rugged at front of cabinet. 16 tubes, 4 tuning bands, phonograph attachment, 12 in. speaker in acoustically treated chamber. Cabinet of highly polished matched quarter striped figured mahogany and Oriental walnut woods.

## DETROLA

**1111 DETROLA**—16 tube set. Superior in construction with automatic eye tuning, light station indicator, and selective tuning stations on the same frequency may be engaged separately. Eye tuning eye. Price \$109.95 for High Q coils. Size 16,000 cc. \$69.50. Dimensions: 8 1/2" and 14" radio consoles with automatic tuning.



## GRUNOW

Grunow Radio Corp., Chicago, Ill.

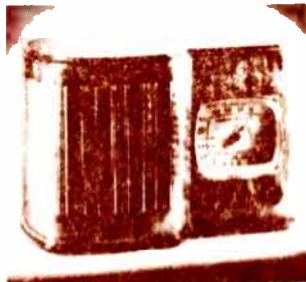


**603 TELEDIAL CONSOLE**—Incl. eye panel model with indirectly lighted Gio Gold Teledial set in a graded center matched walnut panel that has been tipped back at a moderate angle for convenient tuning. 6 tubes ec; 550-18,000 cc.; 12 in. "morning glory" speaker. Teledial provides 10 buttons for fast automatic tuning.

## EMERSON

Emerson Radio & Engineering Corp., 140 E. 42nd Ave., New York 17, N. Y.

**AM-169 COMPACT**—6 tube ac dc superhet. American foreign and police reception. "Miracle Tone Chamber"; 5 in. dynamic speaker. eye tuning control beam power tube. cabinet of hand cutted walnut and Oyster wood. \$39.95.



## ULTRAMAR

Ultramar Mfg. Corp., 86 Howe St., Chicago, Ill.

**1938 LINE**—24 models all have new "World Spanner" master tuner phantom station finder and "tunedlight" dial which includes the names and erect 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

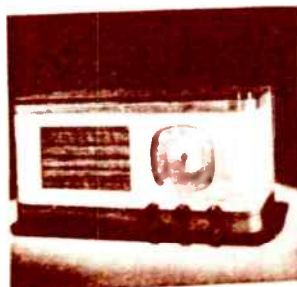
Wilcox Gay Corp., Charlotte, Mich.



**CHAIRSIDE RADIO**—Automatic telephone type dial automatic tuning straight line glass scale 14.8-50 and 170-550 meters. 5 tubes modernistic cabinet blending light and dark woods for contrast. \$44.95.

## KADETTE

International Radio Corp., Ann Arbor, Mich.



**MODEL K-1024**—10 tube chassis; exceptionally attractive cabinet of Primo Vere, maple finished with contrasting grains of walnut; large easily read dial; \$19.95.



**MASTERFONE**

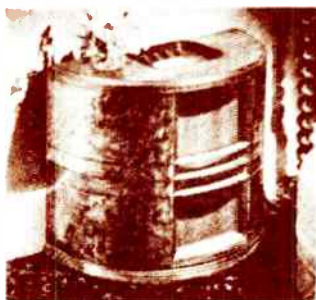
Stewart Warner Engineering Corp.  
175 E. 74th St., New York, N. Y.



**INTERCOMMUNICATOR** — Conversation 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.  
824 Broadway, New York, N. Y.



**MODEL 1883 AC DC** — Front and ends are one continuous panel of center match-stump walnut, decorated with rosewood inlays; dial panel is recessed in top and covered with plate glass; 6 tubes; \$40-172; and 5800-18200 kc.; 4 1/2 in. Magic Dial a-c-d-c.

**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 \$40-1720 kc., a-c.



**CROSLEY**

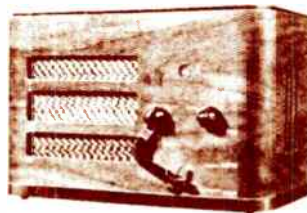
Crosley Radio Corp.,  
Cincinnati, Ohio

**Models:** "Ever" with Tele-tuning

**Prices:** Teletuning, \$24.95, without Tele-tuning \$19.99, battery model \$19.99 — *Radio Retailing*, April, 1937

**CROSLEY**

Crosley Radio Corp.  
Cincinnati, Ohio

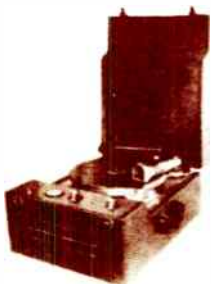


**CHATTABOX** — Two-way loud speaker communication for home, business or industry may be connected by plugging power cord into receptacle or where electrical interference may be transmitted or where it is desired to operate the system without other units picking up conversation a direct wire connection can be used \$19.99 per single unit.

**PRESTO**

Presto Recording Corp.  
29 W. 9th 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; \$14.99 complete with microphone, ready for operation.



**INTERCALL**

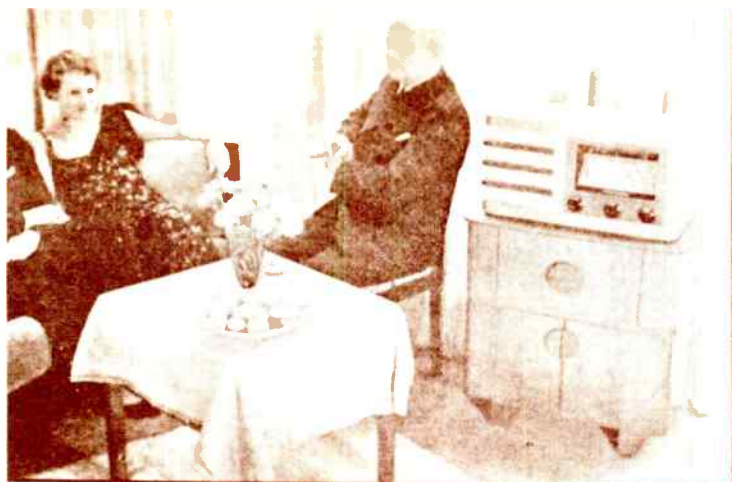
Intercall Systems, Inc.  
Dayton, Ohio

**INTEROFFICE SYSTEM** — Model U-5 illustrated, has a maximum of 5 stations; every station has 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 Bi-way system for quick two-way communication also offered; simple, light socket installation.





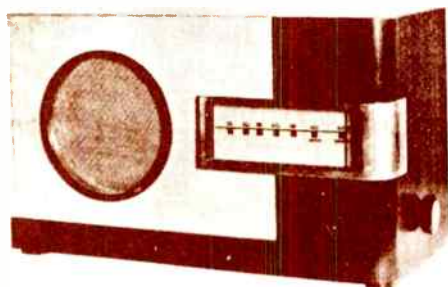
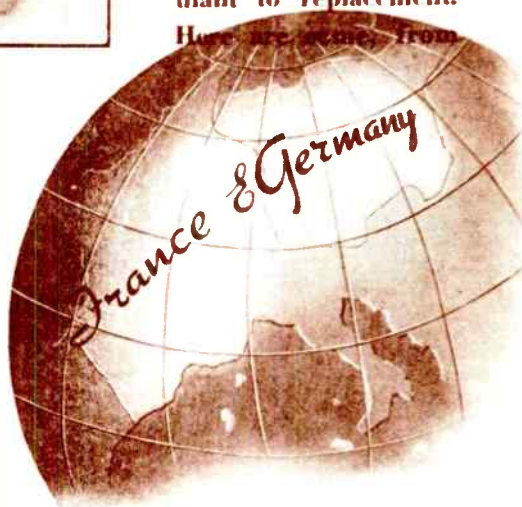




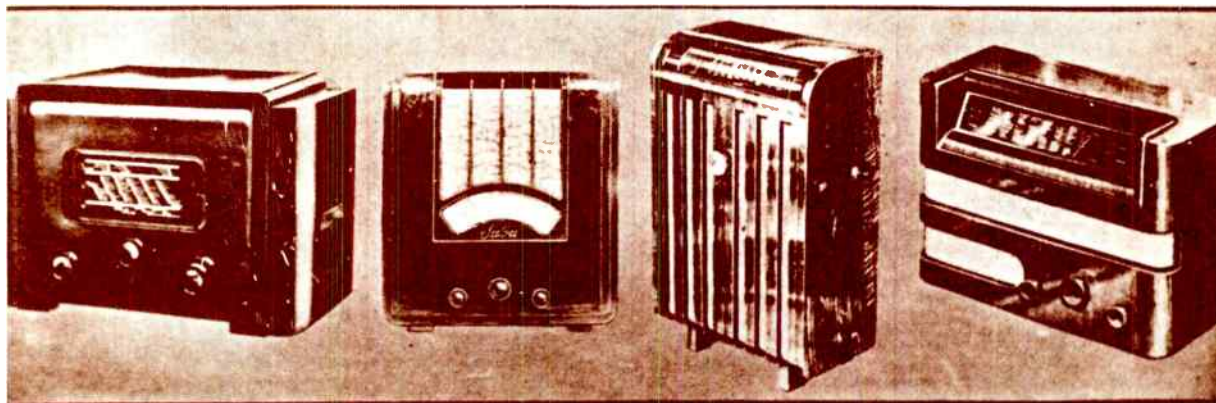
**OAK FOR STRENGTH**—The dial of this light oak-encased receiver covers 60 per cent of the front. The cabinet beneath makes a splendid accessory for repeat business too.

## 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 Circa-sia 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)

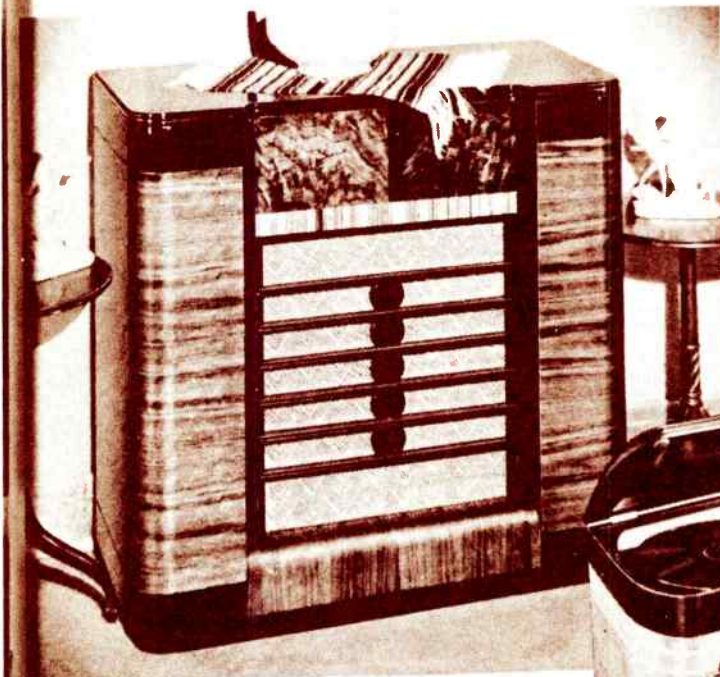
# RULES THE AIR-WAVES!

## 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.



## NEW 1939 ADMIRAL RADIO-PHONOGRAPH



Above 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 A.V.C. . . . extra heavy electro dynamic speaker. Three bands. Tunes American broadcast and foreign stations, police, amateur, aviation and ships at sea. 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.

## 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 wires from player to radio. Plays up to 12 inch records. Has self-starting motor . . . automatic stop . . . needle cup . . . arm rest . . . off-and-on pilot light (signals when record player is in operation) . . . 2-position power control switch. Lid closes on 12 inch records. Streamlined cabinet of figured walnut with piano finish measures 13 inches by 13 inches by 6 1/2 inches. Sensationally low price.



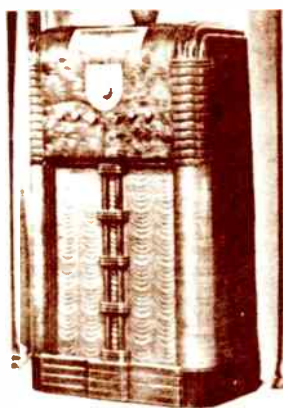
Left—Model S21-5C 5 tube (including battery) T.R.F. Radio-Phonograph with 5" electro dynamic speaker . . . 2 watts output . . . one stage R.F. tuning range 535 to 1735 KC. Tunes American broadcast and police stations. Phonograph has new light weight crystal pickup and 78 R.P.M. quiet electric motor. Plays up to 12" records with top closed.

Model S21-5F 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 S21-5C. Underwriters approved.



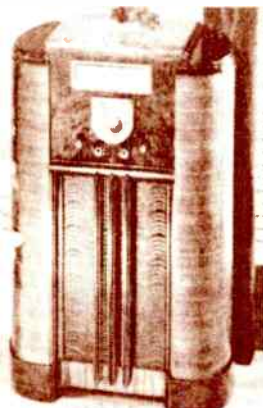
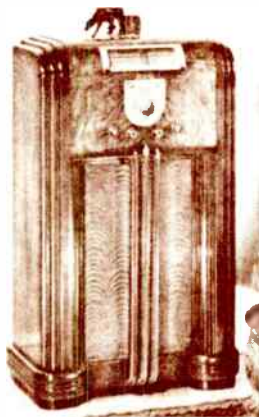
# Admiral RADIOS FOR 1938

## ADMIRAL AC CONSOLES AND ARMCHAIR RADIOS—8 TO 16 TUBES



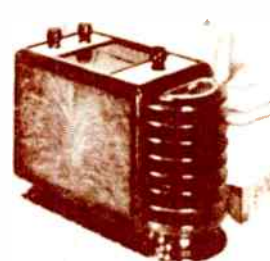
**ADMIRAL 16 TUBE  
"TILT TUNING" CONSOLE**  
Model 930 LP  
This is a large, ornate radio console with a decorative top and a large speaker grille. It features a "Tilt Tuning" mechanism for easier frequency selection.

**ADMIRAL 11 TUBE  
"TILT TUNING" CONSOLE**  
Model 935 L.S.  
This is a smaller radio console with a similar design to the 16 tube model, featuring a "Tilt Tuning" mechanism.



**ADMIRAL 11 TUBE  
VIOLIN SHAPED CONSOLE**  
Model 940 H.S.  
This is a radio console with a distinctive violin-shaped front panel, featuring a speaker grille and control knobs.

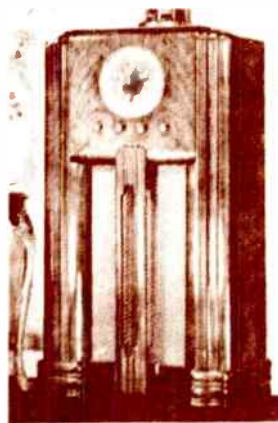
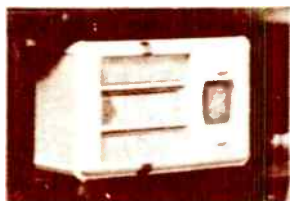
**ADMIRAL 8 TUBE  
"ARMCHAIR" RADIOS**  
Model 915 BK  
These are smaller, portable-style radio consoles designed for use in armchairs or as bedside units.



Model 935 BT see above  
This is another model of the 8 tube radio console, featuring a similar design to the 915 BK model.

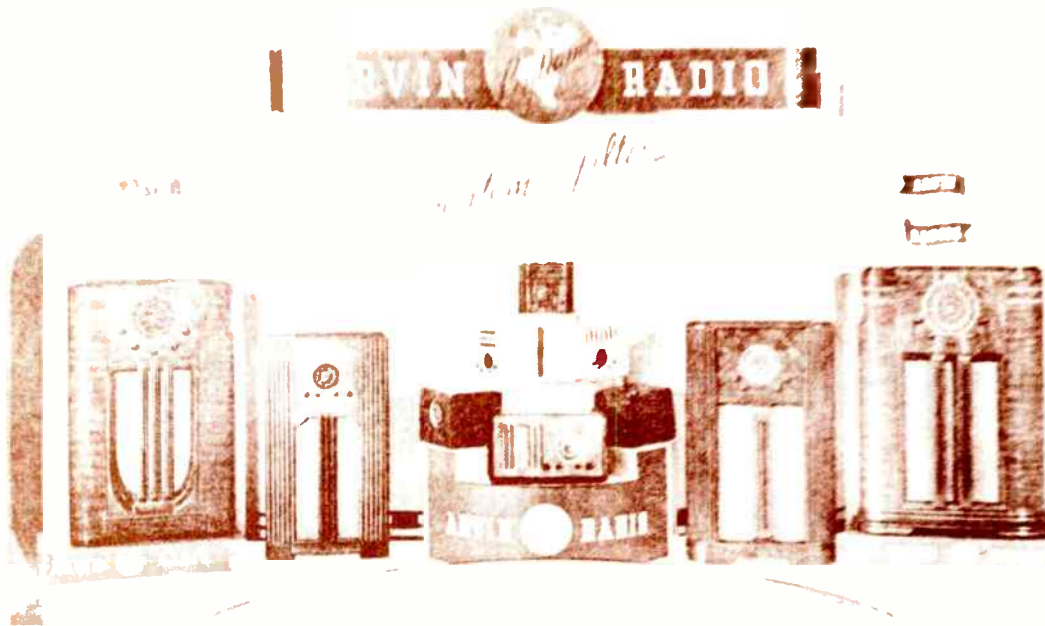
## ADMIRAL DU-ETTES— SMART, COMPACT RADIOS THAT "STAND-UP" OR "LAYDOWN"

- Model 990 S2
- Model 985 S2
- Model 990 6Y
- Model 985 6Y



**ADMIRAL 8 TUBE  
CONSOLES**  
Model 945 BK  
Model 945 BT  
These are larger radio consoles with a decorative top and a speaker grille, designed for use in armchairs or as bedside units.

**SEE NEXT THREE PAGES FOR MANY OTHER ADMIRAL RADIOS FOR 1938**



# NEW 1938 ARVINS

*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-Changer... 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 Collier'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-Changer in the larger models. Arvin has both the performance and the styling that makes sales. See them. The line is 'hot'! Write: Sparks Industries, Inc., Columbus, Indiana.

**ARVIN PHANTOM BACHELOR Model 6280**—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*

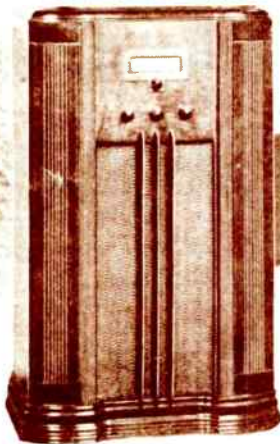


# A GREAT OPPORTUNITY FOR SALES AND PROFITS

*with General Electric Battery Radio*



IN RURAL MARKETS



Model FB-77



Model FB-52

ADVANCED  
1938  
MODELS

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 farm-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.

## 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 540 to 18,000 kc • New "Alm-oer" Permanent magnet Dynamic Speaker • Sliding rule Tuning Scale • Illuminated Dial • Automatic Band Indicator • Super Class "B" Amplification • 2 stages of Intermediate Frequency Amplification • 3 point Tone Control • Automatic Volume Control • Wave Trap • Beautiful Console and Table Cabinets

### BIG FEATURES OF THE 5 TUBE LINE

Greater Distance getting Ability • Tuning Range 540 to 1600 kc. and 5800 to 18,000 kc • Super sensitive Magneto Speaker • Sliding rule Tuning Scale • 2 stages of Intermediate Frequency Amplification • Automatic Volume Control • 3 point Tone Control • Low Battery Drain • Wave Trap • Beautiful Console and Table Cabinets

### GENERAL ELECTRIC POWER ADAPTER

This compact unit enables the owner of a 2 volt G-E Battery Radio to convert his particular model over to a single 6 volt battery operated receiver.

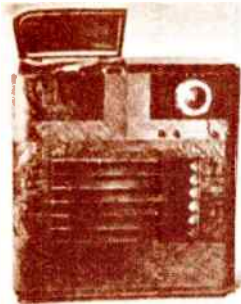


# GENERAL ELECTRIC

*Battery Radio*

APPLIANCE AND MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONN.

## CONSOLES Go Places!



**EMERSON**—Combination Model BR224, 13 tube a.c. superhet.



**PHILCO**—Model 36XX, 6 tube, eight station push button tuning.



**STROMBERG-CARLSON**—Model 340-W, 8 station push button tuning. Walnut.



**MAGNAVOX**—Radio phone combination, 540-18000 kc.

THE year is full of new and attractive lines with which but a successful dealer can do much sales. Each day by a new sturdy high class radio-phonograph new consoles offer an interesting variety of features to buy which are sure to appeal to a wide variety of personal preferences. In our showing this month, there is a generous sprinkling of the increasingly popular photograph combination sets which have appeal as pieces of furniture complement the well groomed lines of standard console.

No longer are console size 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 in walnut 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 '30 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.*



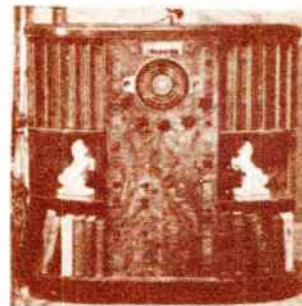
**GENERAL ELECTRIC**—Model G-75, 7 tubes, 2 bands, touch tuning.



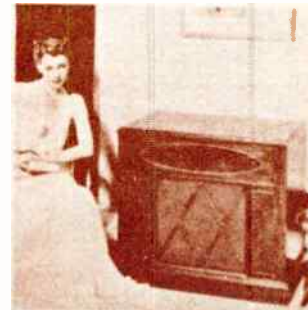
**DETROLA**—Model 258EPC, 8 tube combination.



**RCA**—Combination Fortieth Anniversary model 8 tube a.c.



**ARVIN**—Model 1247D, 12 tube, push button and dial tuning.



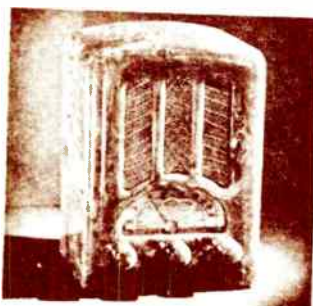
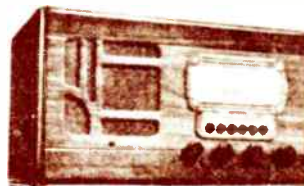
**ANSLEY**—Whitby with or without automatic record changer.





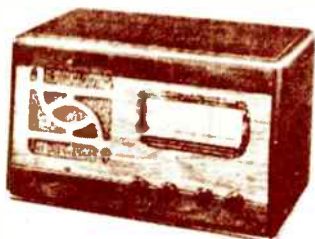
PREVIEW OF NEW RADIO MERCHANDISE

Model 5-12-6D is a 6 tube superhet table model with tuning range from 175 to 550 meters. It has 2 bands, 5 and 6 tube sets, 5 in. dynamic speaker, 2 watt maximum output. Price \$49.95. Model 5-12-6C is an ac/dc table model with tuning range from 175 to 550 meters. It has 2 bands, 5 and 6 tube sets, 5 in. dynamic speaker, 2 watt maximum output. Price \$39.95.



Model 5-12-6C is a 6 tube superhet table model with tuning range from 175 to 550 meters. It has 2 bands, 5 and 6 tube sets, 5 in. dynamic speaker, 2 watt maximum output. Price \$39.95.

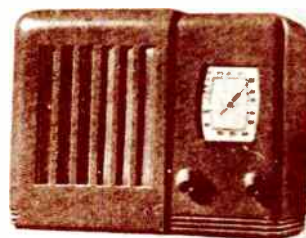
ADIRAL



Model 5-12-6D is a 6 tube superhet table model with tuning range from 175 to 550 meters. It has 2 bands, 5 and 6 tube sets, 5 in. dynamic speaker, 2 watt maximum output. Price \$49.95.

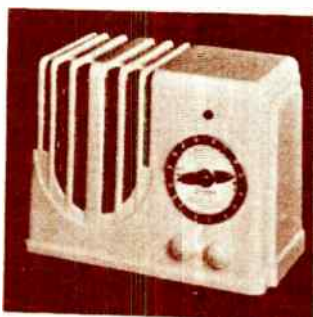
ADIRAL

Model 5-12-6C is a 6 tube superhet table model with tuning range from 175 to 550 meters. It has 2 bands, 5 and 6 tube sets, 5 in. dynamic speaker, 2 watt maximum output.

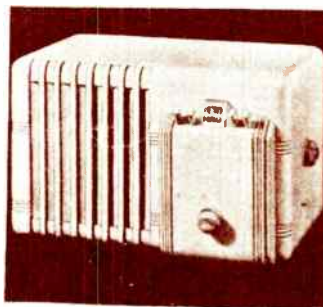


ADIRAL

A new series of inexpensive table models is ready at the plant of Fada Radio & Elec. Co., Long Island City, N. Y. There are "Coloradics" in ivory plastic (plain or gold trimmed), and walnut bachelite as well as cabinets of hand rubbed walnut; 5 and 6 tube superhets for ac and dc and a tri series for ac-dc.



FADA



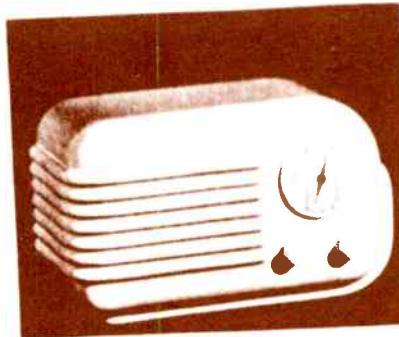
ADIRAL

Model 115-5A, a 5 tube superhet table model with tuning range from 175 to 550 meters. Manual push-button tuning with novel magnifying lens for indicating position of drum-type dial. Available in ivory, black or brown bachelite from Continental Tel. and Radio Corp., 3000 Courtland St., C. Ill.

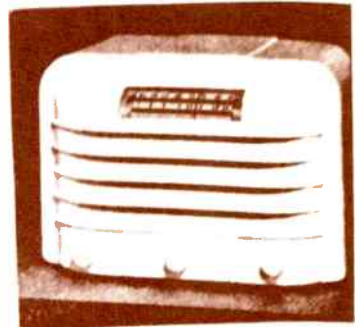
# WHY Give the Same Old Christmas Chestnuts?



Radio Lamp

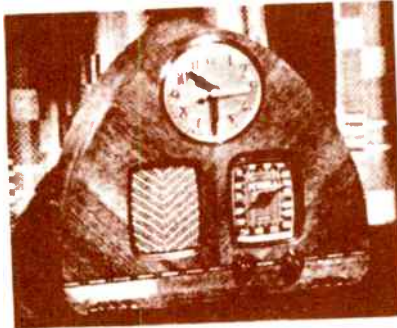


BELMONT



510

AUTOMATIC



DETROLA

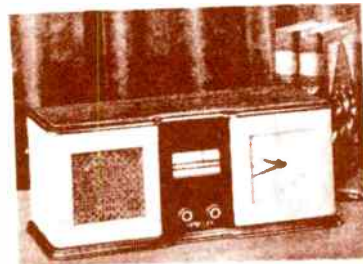
302



FADA

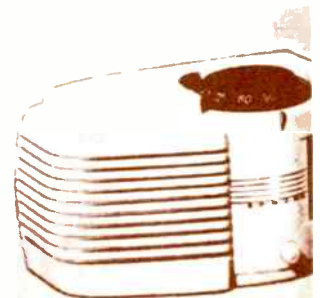


Admiral

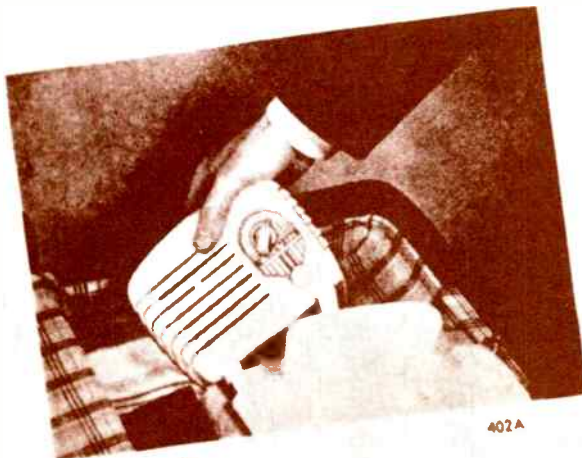


TRAV-LER

325



SONORA



402A

ARVIN

WESTINGHOUSE

WR166





PREVIEW OF NEW RADIO MERCHANDISE

**ANDREA**

COMBINATION Radio, Phonograph or Console — which phono motor can easily be mounted. Walnut veneer cabinet designed for optimum cabinet acoustics. Clim are sealed. Easy View dial & automatic tuning buttons continuous tone control ec. or dc. beam power out put tube 12 in dyna mic speaker.

Andrea Radio Corp.  
18 20 18th Ave., Woodside, L. I.

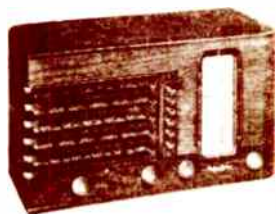


**MAJESTIC**

Majestic Radio and Television Co.  
2620 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 Eb — 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.

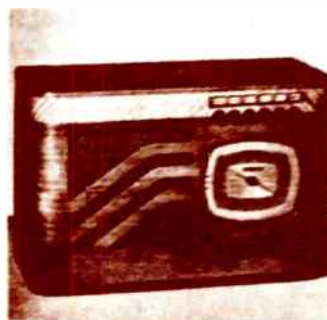


MODEL 137 UT—Compact model with cabinet in walnut or ivory baselite, range 540 to 1730 kc., 3 1/2 in. electro-dynamic speaker two watts power output shipping weight 4 pounds

**PHILCO**

Philco Radio and Television Corp.  
570 W. 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.  
1775 Broadway, New York, N. Y.

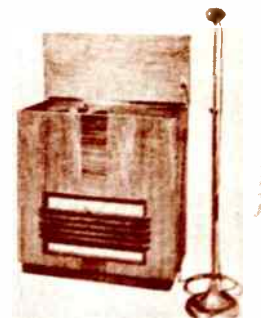


MODEL CT 12—Console, 12" turntable, 78 and 33 1/3 RPM, heavy duty constant speed synchronous motor. Includes crystal microphone and stand with licensed Radio Tuner for recording off the air. \$249.00

**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 loud-speaker

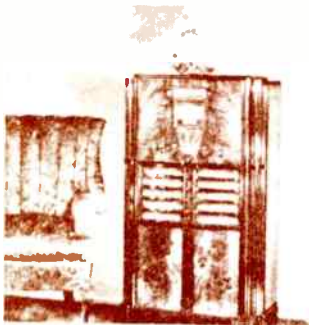


PREVIEW OF NEW RADIO MERCHANDISE

**STROMBERG**

Stromberg Radio and Television Corp.  
100 West 42nd St., New York, N. Y.

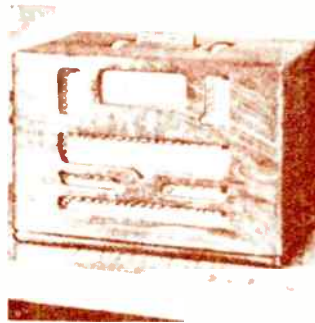
MODEL 325 S—Housed in maple cabinet, 5 tube automatic tuning. American design, 6 push-button Electric Flash Tuning automatic frequency stabilization class A amplification, automatic volume control, two tuning ranges.



MODEL 350 M—Walnut cabinet. Three tuning ranges, 8 button tuning, acoustical labyrinth, equalizer, precision high fidelity, automatic tone compensation.

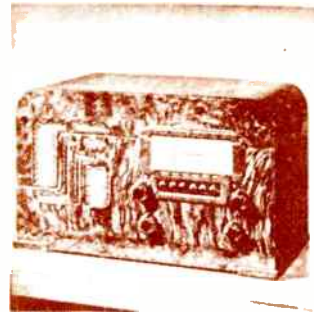
**MOTOROLA**

General Electric  
111 W. 42nd St., New York, N. Y.



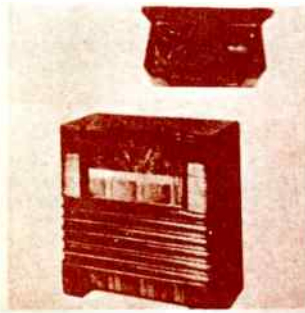
MODEL 59 T-4—Tuning by means of 7 disks sunk in the top of the solid walnut cabinet. 5 tube ac superhet, 4 push-button tuning, 5 in. electro-dynamic speaker, tuning range 540-1720 kc.

MODEL 59 T-5—5 tube ac superhet, 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 Television Corp.  
200 W. 59th St., Chicago, Ill.



COMBINATION—Model 699P—Six tube superhet 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 superhet 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., Mearsman 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 a.c. superhet could be used as one of a pair of French Commodes. Six push-button tuning, beam power output, automatic volume control.



MODEL AX-211 "Little Miracle"—5 tube, ac-dc, superhet, 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.  
2101 Bryant St., San Francisco

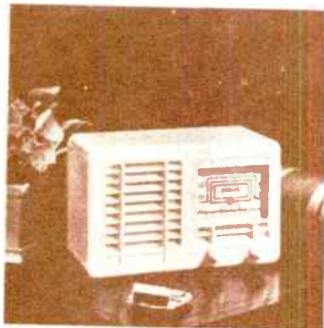
MODEL 61 — Push buttons tune six network stations. Ruler type dial for manual operation. 6 tubes, superheterodyne circuit and other new features



## 113 LAFAYETTE

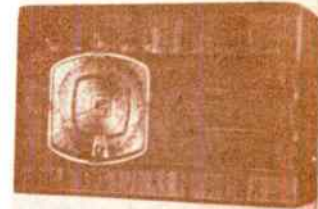
Lafayette Radio Corp.  
190 5th Ave., New York

MODEL D-48—A seven tube a.c.-d.c. two band superhet, push-button tuning. Full vision dial, tuning eye; table model



MODEL 54 — Modernistic molded cabinet with venetian blind louvre grille. Size 6 1/4 by 10 by 5 1/2 inches. Kc range is 540 to 1715. 5-tube superheterodyne circuit. Dial tunes stations by name

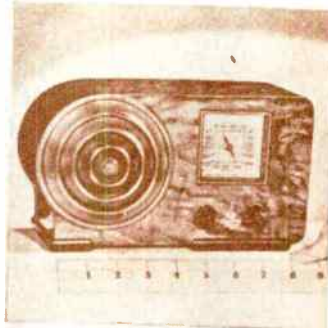
12 TUBE—Four band, ac or ec-dc superhet with tuning range from 13 to 41 meters; 40 to 130 meters; 173 to 555 meters and 835 to 2,050 meters. Beam output tubes, cathode ray tuning eye



## 112 EMERSON

Emerson Radio and Phonograph Corp.  
111 Eighth Ave., New York, N. Y.

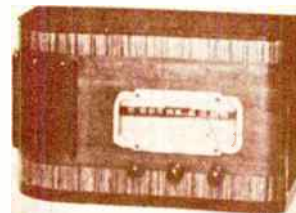
MODEL AX-212—Standard American broadcast and police calls; a.c.-d.c. operation 5 tubes; miracle tone chamber; full vision gemloid dial; available in either walnut or figured maple \$19.95



## HALSON

Halson Radio and Television, Inc.  
Meriden, Conn.

MODEL 10—Mounted in walnut cabinet trimmed with contrast bands of burled walnut, features Halson Bollying Tone. Six tube a.c.-d.c. superhet, six in. loudspeaker, tone control, beam power output, broadcast and short-wave bands. List \$34.50.



MODEL AX-219—Five tube a.c.-d.c. superhet with turntable and pickup built-in. Turntable a.c. operated; crystal pickup; tangential tone arm; tone control. Plays 10 and 12 inch records. Price \$29.95

## GAROD

Garod Radio Corp.  
116 Fourth Ave., New York, N. Y.

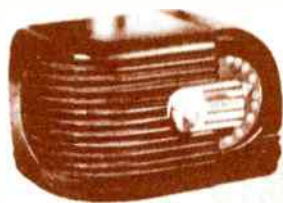
MODEL 4159—A 15 tube superhet a.c. receiver with Prestomatic 8 button instantaneous tuning over 4 bands. Rf pre-amplifier stages on all bands insure selectivity, automatic bass compensated volume control, slide rule dial.



New PRODUCTS for the New SEASON

103 ZENITH

MODEL 6D311—6 tubes including ballast type, superheterodyne. Standard broadcasts. 5-inch electro-dynamic speaker. In brown Bakelite, \$14.95. In ebony or ivory, \$17.95



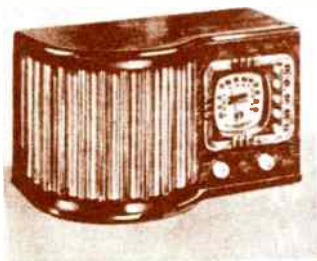
2001 11th St. Ave. Chicago, Ill.

105 RCA VICTOR

214 West Superior St. Chicago, Ill.



MODEL HF4—12-tube radio in 1930s period cabinet. Two hinged doors swing instrument panel and dial. High Redelt, a strumant with 5-band dial, electrical magic voice, improved electric tuning master antenna eliminator, RCA Victor tubes



MODEL 6D317—6 tubes including ballast type, superheterodyne. Transcontinental, automatic, tip-touch tuning. Standard broadcasts. 5-inch electro-dynamic speaker. 14 1/2 inches wide. Wood, walnut finish, with glass column grille. \$29.95

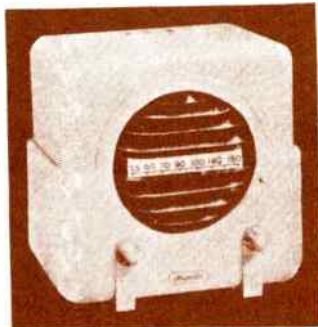
MODEL 97KG—7-tube, 3-band radio housed in console grand cabinet especially designed to fit room as naturally as sofa or easy-chair. Lower and wider. Designed by John Vassio. Has improved electric tuning, many other new features, plus RCA Victor tubes



104 MAJESTIC

Majestic Radio & Television Corp. 2400 W. 50 St., Chicago

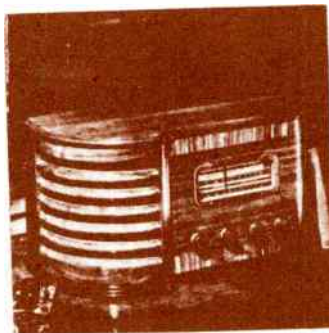
MODEL 511—Five tube ac superheterodyne. Two-toned Plaskon ivory cabinet with royal blue speaker grille, illuminated full vision dial. Electro-dynamic speaker 5 1/2 inches in size. Avc., 3 1/2 watts output. Size: 8 1/4 x 8 1/2 by 6 inches



106 SONORA

Sonora Radio & Television Corp. Merchandise Mart, Chicago

MODEL D-12—Two-band, ac-dc superhet. 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. Leave grille. Size, 16 by 7 1/2 by 9 1/2 inches



MODEL 52—Five tube ac-dc superheterodyne. Patit Majestic type. Modernistic cabinet natural mahogany or ivory, trimmed in red or blue. Avc., illuminated full vision slide rule dial, 1 1/2 watt beam power output, dynamic speaker. Tuned broadcast and 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

Automobile Radio Mfg. Co., Inc.  
127 Broadway Ave., Boston

MODEL 933—Ultra miniature receiver of exclusive modern design. Chrysanthemum, green, blue, orchid, grey or ivory. Standard type finished in crystalline lacquer; Deluxe type in lacquer. Catalin. Full wave illuminated dial. Dynamic speaker.



## 109 G.E.

General Electric Co.  
126 Boston Ave., Bridgeport, Conn.



MODEL G-104—Key-board touch tuning (14 keys). Built-in beam-steps dial; dial cover with outside aerial and ground connection. Automatic program selector selects 16 programs in advance for active 24 hour period. Visual Speed Tone Fidelity control. 10 tubes, 12 watts output.



MODEL M80—Single unit sleek-mount automobile receiver with giant non-glare dial for safe tuning while driving. Six tubes, sensitivity control for country or city operation.

MODEL G-53—Key-board touch tuning (8 keys). Oscillator stabilization circuit. Automatic beat compensation. 5 tubes, 2 bands, multi-scale ivory dial, 2-point tone-fidelity control, 8 $\frac{1}{2}$ "-1000 speaker.



## 108 WILCOX-GAY

Wilcox-Gay Corp.  
Charlotte, Mich.

MODEL A-52—Superheterodyne. Walnut cabinet 7 $\frac{1}{2}$  x 14 $\frac{1}{2}$  x 7 inches. Continuously variable tone control and 6 $\frac{1}{2}$  inch heavy duty dynamic speaker. New, straight line reflecting dial and gold finished scotchlock. Avc.



## 110 FADA

Fada Radio and Electric Co.  
8125 Thompson Ave., Long Island City, N.Y.



MODEL 30T—6 tube audio superheterodyne; large illuminated dial; walnut cabinet; automatic overload control and beam power output system. Dial calibrations in meters and kilocycles.



MODEL A-51—Iron core coils. Four working tubes. Illuminated dial. Attached aerial. Ac or dc. Four inch dynamic speaker. Available in black, ivory, mahogany and canary plastic. Shipping weight, 8 $\frac{1}{2}$  lbs.

MODEL 454V—Modernistic ivory plastic cabinet with two-tone illuminated "Grids-a-Glow" dial. Features inverse feedback network to reduce distortion, tone irregularities, undesirable harmonics to give smoother tone at all volumes.



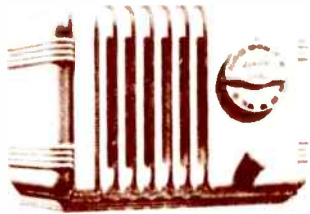
Numbered card in this issue brings you additional details

New PRODUCTS for the New SEASON

119 ADMIRAL

Admiral Radio Co., 111 E. Jackson St., Chicago, Ill.

MODEL 125 SE—Midget superhet with modern 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 magnifying lens; 5 inch dynamic speaker; two stages r.f.; in ivory, black or walnut; \$16.95 to \$19.95

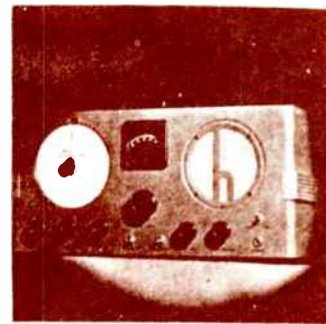
121 HALLICRAFTERS

Hall-Edwards, Inc., Chicago, Ill.

MODEL 227—Five tube a.c. superhet with a.c. heterodyne with a pi network antenna coil; 4 inch dynamic speaker; 535 to 1735 kc.; 1 1/2 watts output; iron core antenna coil; 535 to 1735 kc.; 1 1/2 watts output



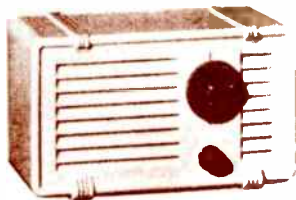
MODEL 520—Communications type receiver with extremely wide band coverage. Electrical bandspread, image rejection circuit. Many modern features useful to amateur and shortwave listener alike at reasonable price



120 AUTOCRAT

Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago

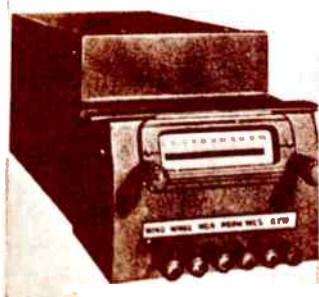
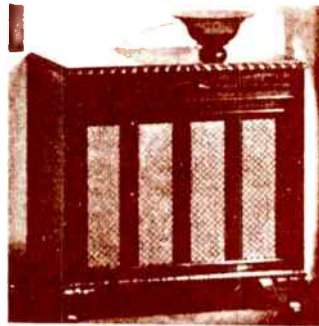
MODEL 101—Four tubes. Full floating dynamic speaker. Iron core coils. Broadcast and police calls. Moulded cabinet in black, green or ivory. For a.c. operation on 110 or 120 volts



122 McMURDO SILVER

McMurdo Silver Corp., 2900 Michigan Blvd., Chicago, Ill.

ORPHEON—A new idea in radio for high quality from local stations only; no short wave bands. Speaker may be had in 15 or 18 inch size; complete remote control; automatic record changer

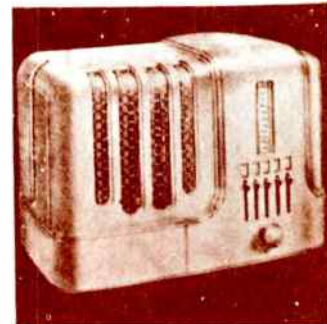


MODEL 359—Five tube superhet automobile type. Six push buttons for automatic tuning. Slide rule, full vision dial. Avc. Single unit, under dash mounting. Electro-dynamic speaker. Size: 6 x 6 x 12 inches. Range: 535 to 1530 kc.

123 BELMONT

Belmont Radio Corp., 1257 Fullerton Ave., Chicago

MODEL 526—Five tube a.c. superheterodyne with automatic Bel-Monitor tuning. In ebony, walnut and ivory Bakelite cabinet



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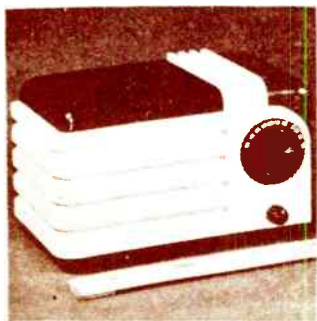
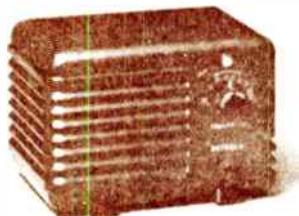


New PRODUCTS for the New SEASON

115 DETROLA

Detrola, Inc.  
1501 Bessie Ave., Detroit, Mich.

**CONVERTER** — Ultra high frequency converter for attaching to any standard receiver. Range 25 to 63 mc. three tubes, a.c./d.c., modern moulded cabinet, vernier type dial.

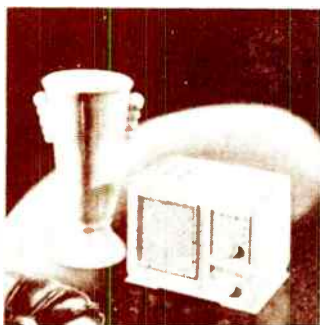


**MODEL 219** — Super Pee Wee ideal for boudoir, travel, kitchen or office. Available in various color cabinets. Short waves. Five tubes.

116 AIR KING

Air King Products, Inc.  
19-35 Hooper St., Brooklyn, N. Y.

**MODEL 222** — Table compact tunes from 1740 to 540 kc. Works on 110 to 125 volts, a.c. or d.c. 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 a.c. or d.c. Is 10 by 15 3/8 by 7 inches overall. Shipping weight 15 lbs. Uses six tubes.

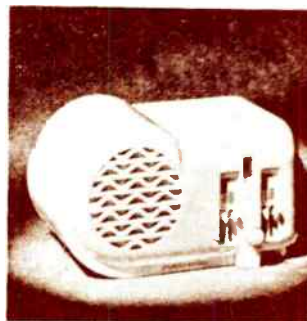
STEWART-WARNER

Stewart Warner Corp.  
87 Wacker Drive, Chicago

117



**MODEL 911117** — Eason tubes, magic keyboard, automatic tuning ten pushbuttons. 3 band tuning from 530 to 22,500 kc. shadow beam tuning, four positions for 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.

Numbered card in this issue brings you additional details

## New TABLE MODELS

### WILCOX-GAY

Wilcox-Gay Corporation  
Charlotte, Mich.



The unique design of this superhet ac single tube portable table set houses a chassis which offers continuous variable tone control, dynamic speaker, sloping panel and surface vision dial. Finished on all sides to fit on desk, bedside or chairside table.

For hanging on the wall or with a chair side stand this thin, streamlined case contains a five tube ac 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 solid teak Plywood this deluxe model is so compact that it may be used for a book end.

### RCA

R. C. A. 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 \$355.00. 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  
1826 Diversy Parkway, Chicago, Ill.

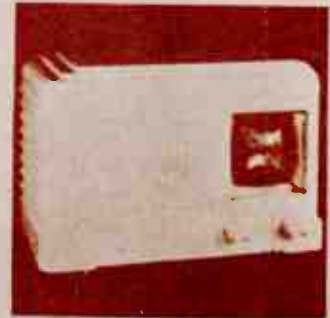


**COMBINATION** — Radio-phonograph plays 10 and 12 in. records, has self-starting motor and crystal pick-up. Superhet, five station Magic Keyboard Tuning, 6-in. dynamic speaker, 6 tubes, automatic volume control.

### FADA

Fada Radio and Electric Co.  
30-20 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 overload control; beam power output; power line noise filter, output stage power two watts; high gain antennas and r.f. transformers. Reduction drive tuning.



### SONORA

Sonora Electric Phonograph Co., Inc.  
132 W. 22nd St., New York, N. Y.

**RECORD PLAYER**— Model PSW "Mystic Music Maker" plugs into house outlet 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

Pierce-Airo, Inc.  
430 Lafayette St., New York



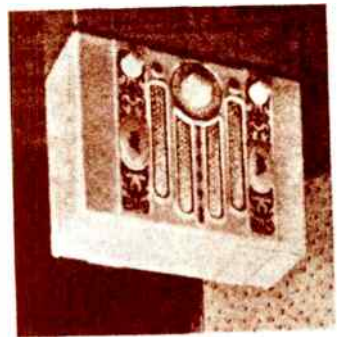
**BANTAM**—A four tube Bantam set housed in a plastic cabinet in a variety of colors. Beam power output, p.m. dynamic speaker, general broadcast and state police band.



# Radio Merchandise

**KADETTE**

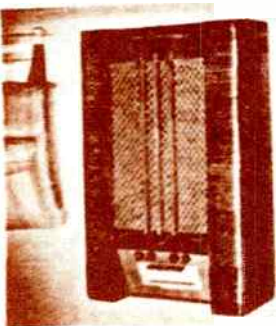
International Radio Corp  
Ann Arbor, Mich



**TRAVEL SET**—Model K-150 in walnut and Plaston is a 5-tube a.c.-d.c. superhet with elec-tro-dynamic speaker, tone control, broadcast range of 535 to 1625 kc. Has 20 foot-candle lamp, 2-position tone control, wave trap. List \$22.50

**PHILCO**

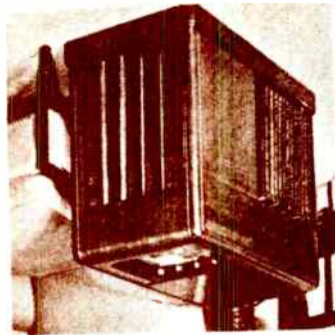
Philo Radio and Television Corp  
Pittsburgh, Pa



**MODEL 31XF**—Electric push-button tuning for eight stations, 6 tubes, balanced fold cathode speaker, broadcast band cover, standard foreign and American shortwave, state police and day amateur broadcasts. List \$69.95

**MAGNAVOX**

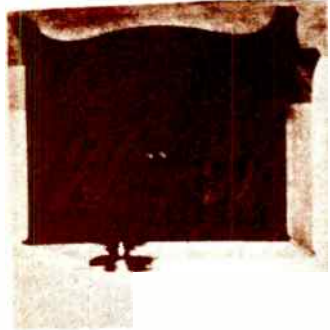
Electro-Acoustic Products Co.  
Fort Wayne, Ind.



**COMBINATION** — Radio-phonograph 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. Phonograph crystal pick-up, self-starting constant speed motor, automatic stop and automatic tone compensating volume control.

**ANSLEY**

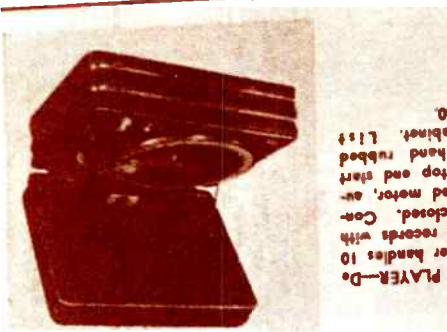
Ansley Radio Corp.  
240 W. 23rd St., New York, N. Y.



**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.  
421 W. 54th St., New York, N. Y.



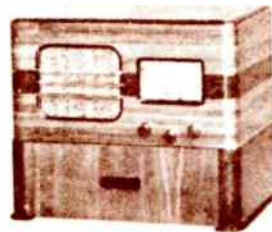
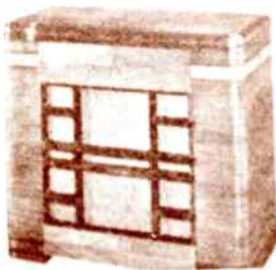
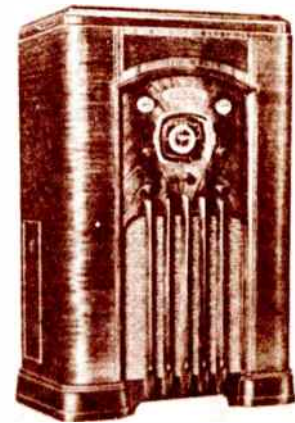
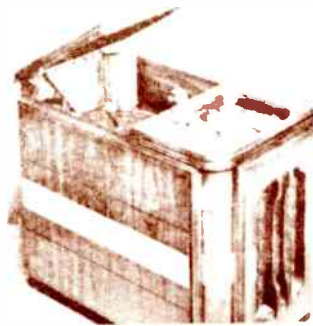
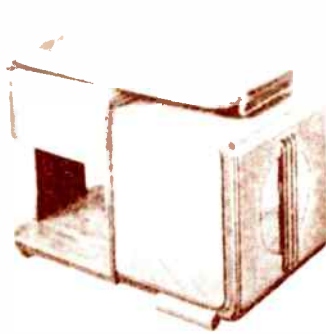
**RECORD PLAYER**—Decca Luxe player handles 10 or 12 in. records with the top closed. Contains speed meter, automatic stop and start feature, hand rubbed walnut cabinet. List a.c. \$27.50.



**TRANSSTONE** — A model line of important sales from \$9.95 up to \$19.95. 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 Bakelite covers, standard broadcast, state, local and municipal police calls.

# When You Want It

1938's modernly styled phono-radios



414 The Top  
A. V. 100  
100 is with 2  
100



The cassette compartment opens front  
and back door and a dial  
is used to operate the  
also called by Electric Radio and  
Chicago

1938



# SETS ACROSS the SEA



TIME-TABLE DIAL  
A popular style from the Reich



A DIFFERENT TWIST  
Another British innovation



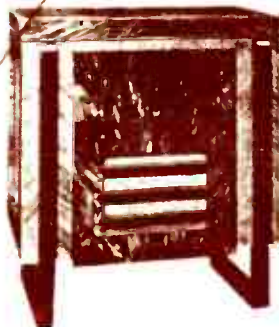
ROUND AND WHY NOT?  
Largest tuning dial in England



MAN IN EVENING DRESS  
Table model so nicknamed Berliners



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 Paris

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. Trylon 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 PLAYS

*Life With Father*

*The Philadelphia Story*

*The Time Of Your Life*

*The Man Who Came To Dinner*

## TOP MUSICALS

*DuBarry Was A Lady*

*The Hot Mikado*

## 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



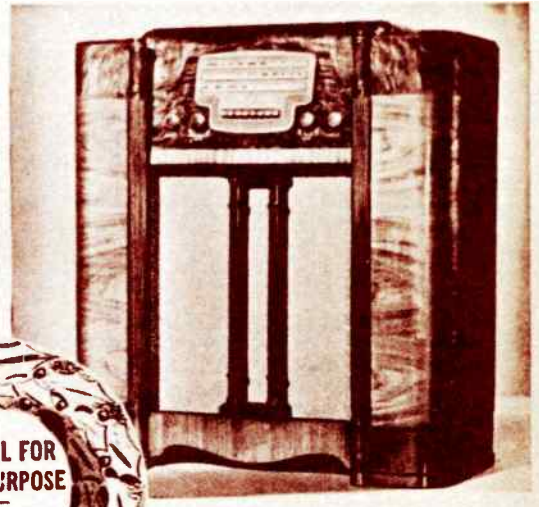
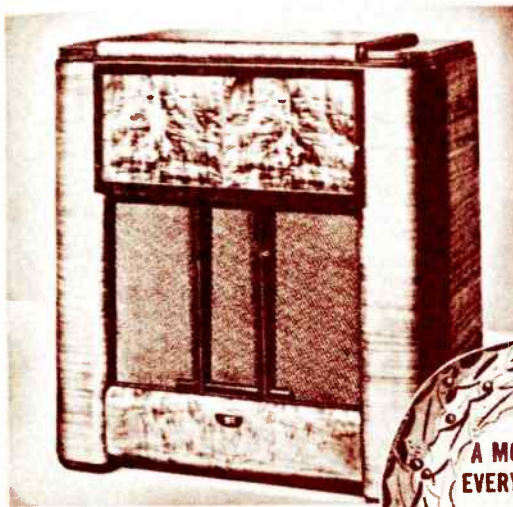




# with Farnsworth

★ **A WONDERFUL GROUP-GIFT** for a family to clip in and buy. This is a truly beautiful portable radio-phonograph combination. AK 700 series. "What a buy!" 8 tubes. Flo-Lite dial. 3 wave bands. Shortest top for portability. Push-button tuning. Built-in speaker. Automatic record changer. Television connection. Low price will surprise you!

★ **A SPLENDID PRESENT FROM HUSBAND TO WIFE.** A charming low-boy console (AC-91) in a modern interpretation of period decoration. 10 tubes. Flo-Lite dial. 3 wave bands. Automatic volume control. Shielded rotatable loop Built-In Tenna. Push-button tuning. Built-in power output. Phonograph and television-sound connection. A model that's made to move fast—right now!



★ **FOR A SON OR DAUGHTER AT SCHOOL.** Or for family outings. Smart portable model (AT-31)—takes entertainment wherever your customers go. 5 tubes. AC-DC current or battery operation. Built-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. Built-In-Tenna. A lot of radio for a little money.



**NOW! THE KIND OF LINE  
YOU DEALERS ASKED FOR..**

thrifbooks.com/landof  
thrifbooks  
20 YEARS OF

**LOFTFEEC**

*In the mood  
to read something*

**THE LINE  
FOR '39  
NEW!  
NOW!**

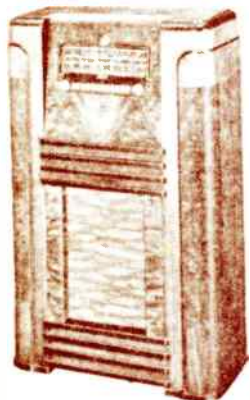
**WARNER  
KEYBOARD RADIO**

1939

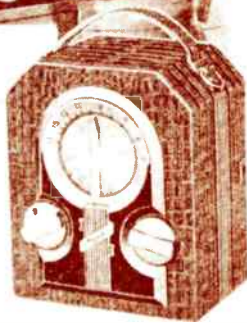
# PRESENTS Way To FIT BACK BUSINESS



**TYPICAL MAJESTIC SCOOP**—1 powerful portable weighing less than 4 lbs. Out-works abroad of competition, all night of portable season. Of course it's a real one seller and traffic-builder. (Model 1-30)



**BRILLIANT NEW CONSOLE STYLING**—Powerful new receivers with strong new "taking point" feature —incubates in line with what the public has right now in preference! (Model 3-30 illustrated)



**EXTRA VALUE THAT SELLS**—5 tube, AC superheterodyne with wonderful tone, combined with fine electric clock in lovely ivory or ivory plastic cases! They're eye catchers and fast sellers. (Model 5-1 and 5-10)

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 of 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*  
THE MONARCH OF THE AIR

Majestic Radio & Television Corp., 2604 W. 50th St., Chicago, Ill.  
Cable Address, "Majestic, Chicago"



**COMPLETE LINE OF RECORD PLAYERS**—Includes radio-phonograph combinations, and this 4-tube oscillator "miniature broadcasting station." Cash in on the record craze! (Model 4-PW 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-cloth luggage. (Model 1 BK 50 B)

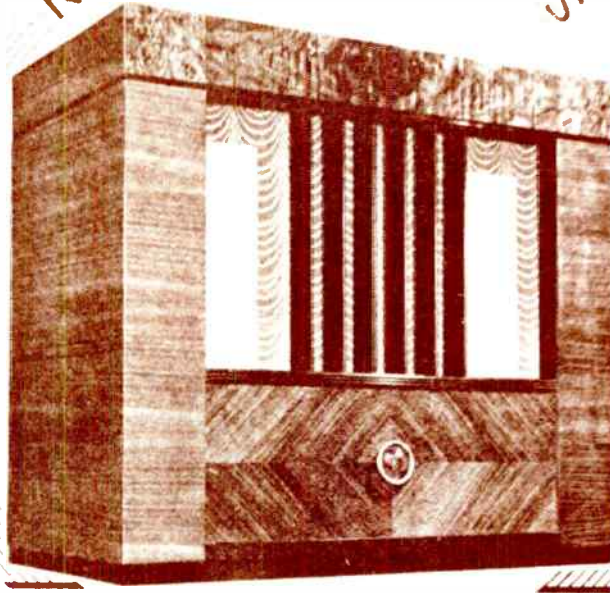


**"ZEPHYR" BEAUTY AND PERFORMANCE**—Sell "no aerial, no ground," pushbutton tuning, true Majestic tone and its flawless designing—and this number will move fast! (Model 250 MI)

**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.

Export 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".

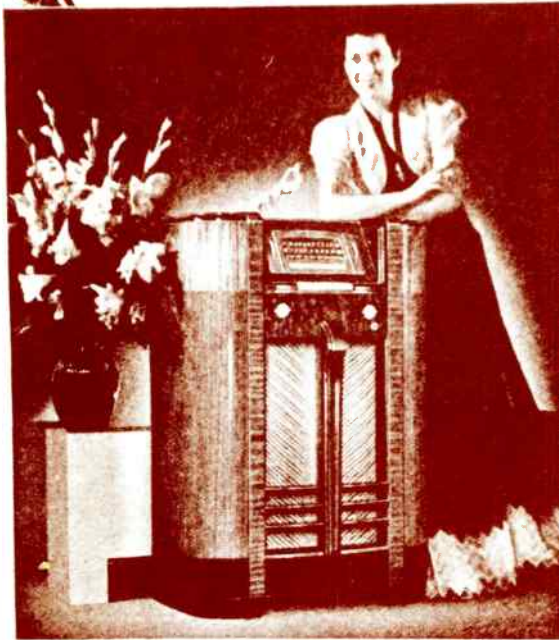
### MAIL THIS COUPON

Wilcox-Gay Corporation  
600 W. Seneca 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 Feathertouch 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-52D



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

## 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.

GENERAL  ELECTRIC





*Check* THE FEATURES — *Check* THE PRICE TAGS  
—AND YOU'LL AGREE . . .

**8-TUBE**

41-inch console with

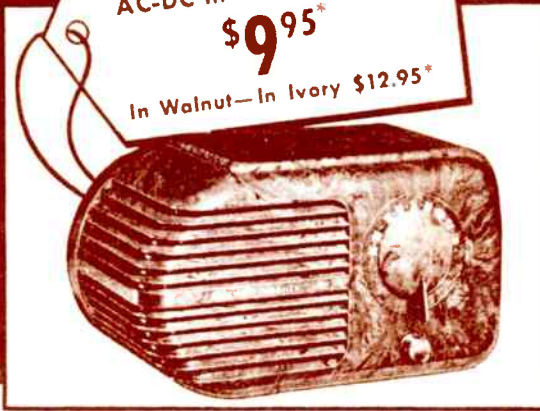
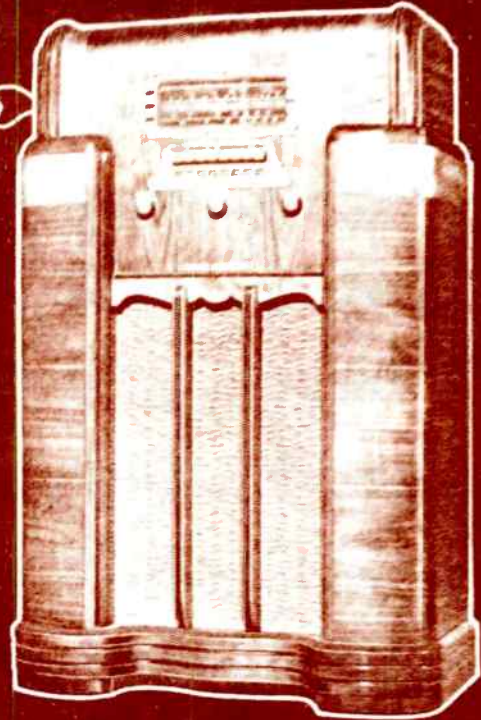
Magic Keyboard **\$69<sup>95</sup>\***

**5-TUBE**

AC-DC In Molded Cabinet

**\$9<sup>95</sup>\***

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 *better 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-hot — 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 Versity — in school or fraternity colors and letters — reaches a new high in personalized appeal. 5 real working tubes — AC-DC superhot.

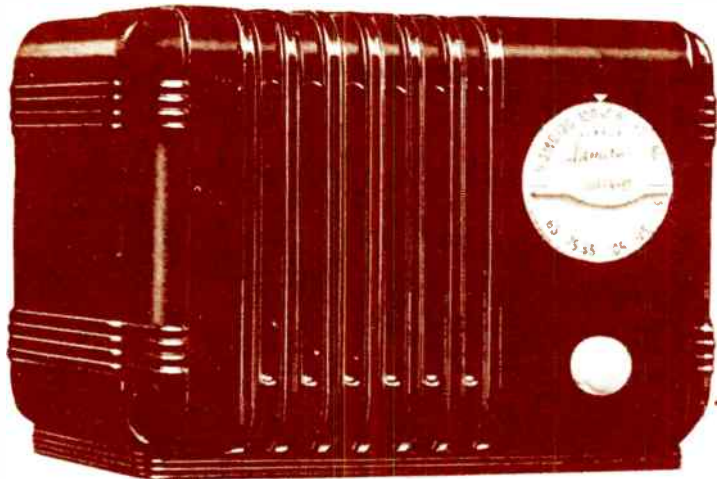
# STEWART-WARNER

Magic Keyboard Radios

Also Sav-A-Step Refrigerators and Ranges



# AGAIN in '39 Admiral



... IN PRICE ...!

**\$ 9 95**

Standard  
MODEL  
123 SE  
BLACK

Deluxe Models  
Model 124 SE walnut  
Model 125 SE Ivory  
Model 126 SE Red

Also Competitively Priced

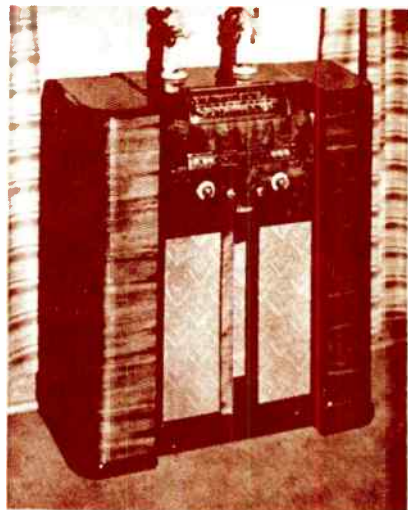
**ADMIRAL RADIO-  
PHONOGRAPH ONLY \$69.95 LIST**



**36 Models to Choose From!  
4 to 16 Tubes—See Your  
Jobber or Write Us**

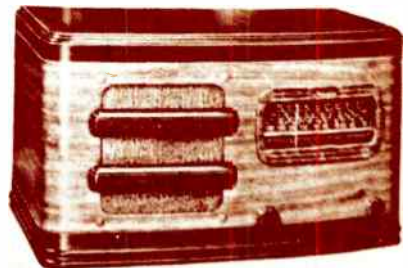
Left—Model 549-6G. Admiral does it again? A radio-phonograph console at a price usually charged for table models! 6 tube AC superhet radio has 8 push-button permeability tuning. Covers two bands. Has slide rule dial . . . 8" electro dynamic speaker . . . automatic push-button wave band switch. Phonograph 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 . . . preselector . . . 12" electro dynamic speaker . . . 3 bands. Tunes American broadcast and foreign stations, police, amateur, aviation, ships-at-sea.



## BATTERY RADIO

With Sensational New 1 1/2 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. . . . 8" 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!

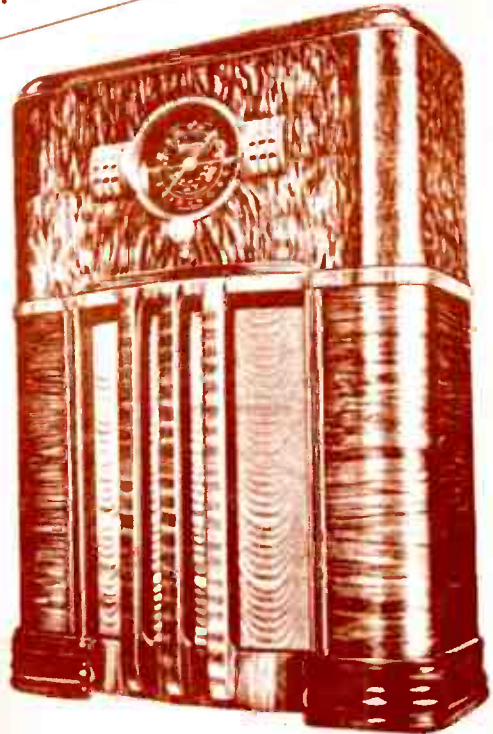


**NO ANTENNA • NO GROUND  
NO NOISE • NO INSTALLATION  
NO BATTERIES • JUST PLUG IN  
AND PLAY ANYWHERE**

**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 FLOATED CHASSIS**



*Phone Your Zenith Distributor  
for Details and Climb Aboard!*





BELMONT

792



Smart Woman



Artie



Strawberry Delight



301-4150

SPARTAN

1140

ANDBEA

3271

MAJESTIC

33078

EMERSON

053



SONORA

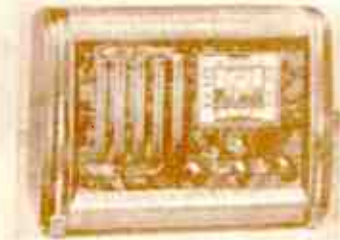
T236

FADA

AMSC

SENTINEL

19942



TRAV-LER

0394



AUTOMATIC

418



# —COMBINATIONS



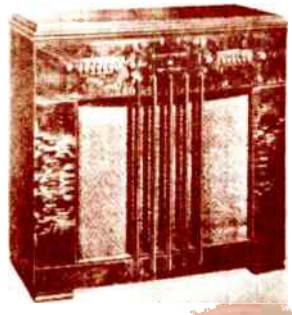
Wenger



A. J. D.



Detroit



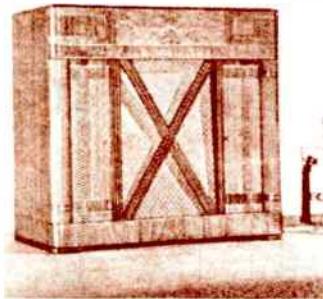
Stewart-Warner



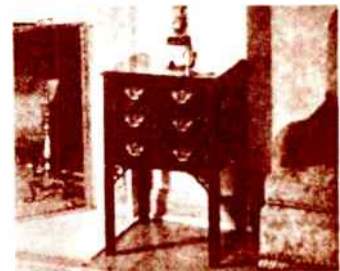
St. Martin-Cello



Fada



Phico



Brunswick



MAGNAVOX

31 B

\$79.50



SENTINEL

201AT CB \$39.95



Wheeler-Gay

1939





**ANDREA**



TELEVISION MODEL 2 F 12—A new 15-inch console with doors, which will permit the user to see the screen while listening to the 5-tube long wave, 5-tube superheterodyne and 5-tube television combination built-in broadcast wave radio. Height 37 1/2 inches. List price \$195.00.



TELEVISION PHONO COMB—Model 8 F 12 is an all mahogany console equipped with television, automatic phonograph radio broadcast and short wave receiver. Contains spacious compartment for records and albums concealed by double doors at lower left hand side of cabinet. List price \$595.00. (All other features are similar to those of Model 2 F 12.) Andea Radio Corp. 48-70 48th Ave. Woodside, L. I.

**LAFAYETTE**



TABLE MODEL D-73—New antennaless midsize radio of streamlined plastic cabinet available in ivory or walnut. 5-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 Sixth Ave., New York.

**TRAV-LER**

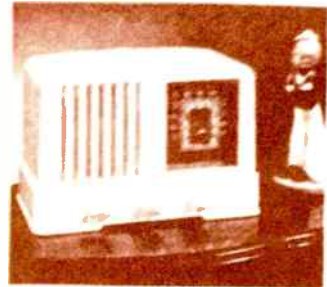
TABLE TYPE RECEIVER—A 5-tube superhet operating on a.c. or d.c. Receives domestic and European short wave broadcasts; has an easy-to-read illuminated slide rule dial; contains a 4-inch

*Preview of*

**RCA**

Advertisement for RCA products, including a list of models and prices.

Advertisement for RCA products, including a list of models and prices.



**FADA**

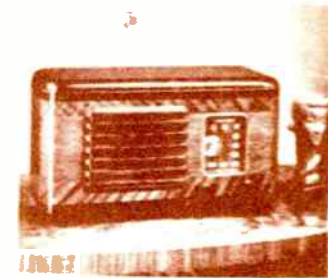
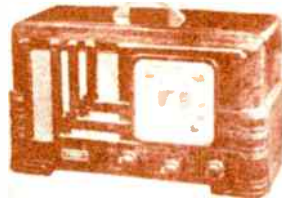


TABLE MODEL L 96W—Streamlined model distinguished by its convenient and easy portability has a 5-tube a.c. d.c. superheterodyne chassis with automatic volume control, tone control, beam power system 5-inch dynamic speaker and self-contained loop antenna. Modern cabinet of walnut bakelite. List \$19.95. Fada Radio & Electric Co., 3070 Thomson Ave., Long Island City, New York.

Advertisement for FADA products, including a list of models and prices.

**KADETTE**



RADIO ELECTRIC CLOCK—A pre-set arrangement, like an alarm clock, to automatically turn on—hours later—any radio program selected, will wake you with music, and play you to sleep; chassis is a 5-tube superheterodyne with built-in loop antenna, unusual wood walnut veneer cabinet. List \$29.95. Kadette Radio Corp., Ann Arbor, Mich.

**SOUNDVIEW**



MARINE RADIOS—Complete new line of 12 new boat sets including portable types. Frequency range is designed to cover that part of the radio spectrum of interest to yachtsmen. Ray-White Corp., 1775 Broadway, New York, N. Y.



# New Products

## STEWART-WARNER



**GULLIVER'S TRAVELS MODEL**—Compact case receiver with two door illustrations raise from the picture of the same name. Two modes are available, one with dial and volume control on front as shown the other with thumb wheel knobs built into the top of cabinet. Stewart-Warner Corp., 182½ Diversy Place, Chicago.

## 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, inertia tuning, electrical band spread with scale over 8 inches in length.



**TILT-TOP CONSOLE**—Model 308TT is an 8-tube superheterodyne with built-in loop aerial; features four push buttons for instant selection of stations; tuning range from 540 to 1780 kc., 6.5 to 10 mc.; cathode-ray electronic tuning eye on panel; 12-inch dynamic speaker. Handsome cabinet.

STEWART-WARNER RADIO CO., 182 1/2 DIVERSY PLACE, CHICAGO, ILL.

## G-E



**PHONO COMBINATION**—Model MJ 628 unit housed in console grand cabinet of walnut finish with full length lid. Dial scale, tuning boys turntable and other controls are located under lid. Equipped with Beamescope 14 inch speaker, 6 tubes, 8 inch turntable, crystal pickup tunes from 550 to 1600 kc.



**CARRYABOUT**—Model HB-412 battery ac-dc portable housed in washable imitation pigskin with leather carrying handle. Has disappearing panel slide which conceals controls when not in use. Built in Beamescope; tuning range 540-1600 kc.; battery life is approximately 300 hours. General Electric Co., Bridgeport, Conn.

## MAJESTIC

**MODEL 2D40-A**—A 2 band, 6 tube, ac-dc 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.



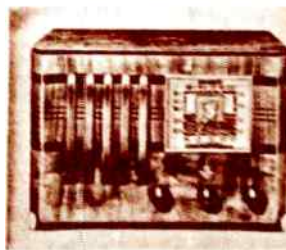
**MODEL DF-100**—A 6 tube ac-dc superhet portable with 6-tube superheterodyne with beam-scope lens. Housed in matching walnut carrying case with inlaid stripes and leather carrying handle. Tunes standard broadcasts 6:30 a.m. speaker; miracle tone chamber. List price \$29.95 complete.



## EMERSON



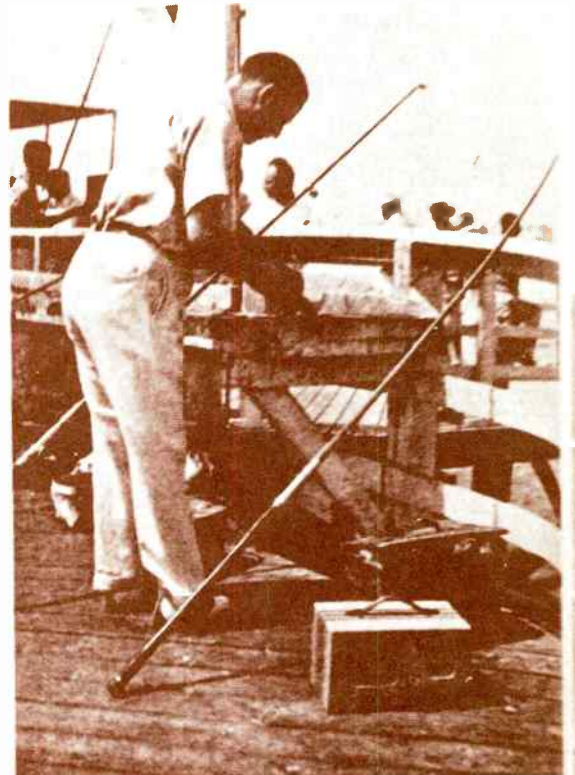
**MODEL DF-100**—Combines ac-dc, battery portable 6-tube superheterodyne with beam-scope lens. Housed in matching walnut carrying case with inlaid stripes and leather carrying handle. Tunes standard broadcasts 6:30 a.m. speaker; miracle tone chamber. List price \$29.95 complete.



**MODEL CS-120**—An ac-dc 6 tube superhet tuning domestic and foreign broadcasts. Has television provision, 8 1/2 inch electro dynamic speaker; striped walnut cabinet; price \$29.95 list. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York, N. Y.

# You CAN Take It

Many battery portables coming on market for Spring and Summer sale. Use lower battery drain tubes, built-in antennas. Weight under 20 lbs.



Philco

**T**O Omar Khayyam's tempting trilogy . . . "A loaf of bread, a jug of wine and thou" . . . modern scene 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 but never before concertedly pushed by virtually the whole industry, are coming on the market in such numbers that next spring and summer sales supplementing home and auto radio set volume are certain. A trend of major importance to the trade is seen.



RCA Victor



Westinghouse



Emerson



# With You!

Keystone of the drive for extra business is the use of new battery type tubes with phenomenally low diam. They run on 14 volts of "A" battery, generally drawing less than 1/4 ampere per hour from this source, usually drawing under 15 milliamperes from a "90 X" block of "B's."

Despite this extremely low drain new portables turn out about 1/4 of a watt of audio power, ample for the purpose.

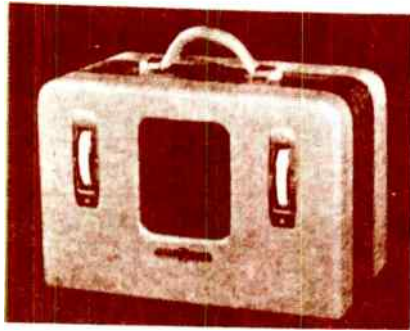
Equally important in portable design is the almost universal incorporation of built-in antennas. If the user wants more "sock", or treks out into remote regions far, far away from powerful broadcast stations, a regular antenna and ground may usually be attached to provided binding posts for increased pickup.

Speakers are usually permanent magnet dynamics, dials are often recessed for protection against knocks during transportation. In some instances protective covers are provided.

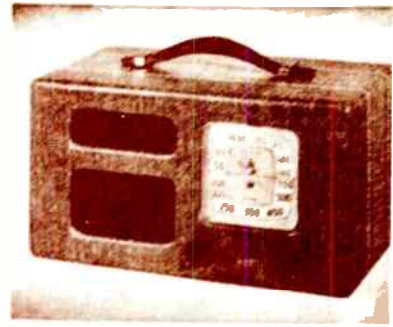
Carrying handles are built-in and with total weight including batteries under 20 lbs. (average 16.3 lbs.) extreme portability is obtained.

Weatherproof airplane luggage cloth finish that looks well, appeals to travellers who know good baggage and can stand the gaff ideally suits this new merchandise.

No matter where you go, speaking of radio, you can take it with you!



General Electric



Fado



P lot



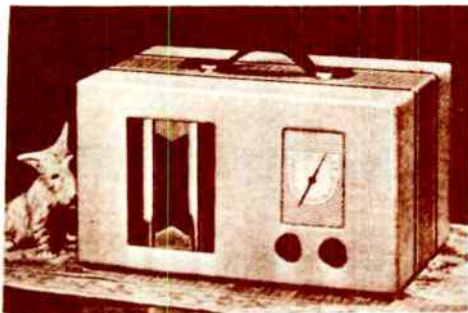
Stewart-Warner



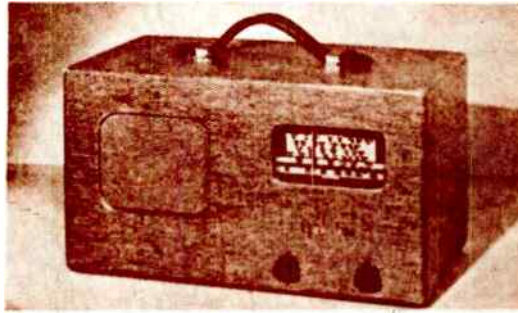
Majestic



Sentinal



Akward



Tray

**WESTINGHOUSE**



**MODEL WR 274**—Table type receiver with 4-button tuning cover; 550 to 1700 kc., 23 to 7 mc. Moused. A handsome two-toned cabinet with corner grill. Price \$44.95

**MODEL 610**—Like model 510 this car radio is a single unit 5-tube superhet. As an added convenience it has push button and dial tuning. Price \$17.95 list. Noblist Sparks Industries, Inc. Columbus, Indiana.

cabinet of modernized mission design; size 10 7/8 x 8 1/2 inches. Radio Wire Television, Inc., 100 Sixth Ave., New York

*Preview of*



**MODEL WR 474**—Console phone combination set with separate loop antennas 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 \$119.95. Westinghouse Electric Supply Co., 150 Verick St., New York.

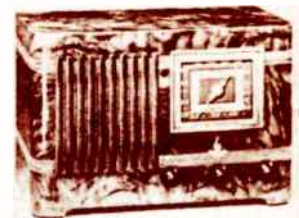
**PHILCO**



**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.

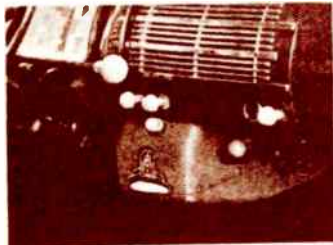


**EMERSON**



**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 "Staybam" construction; wide inlaid bands, at top and above base are of striped walnut with sepeil. Price \$24.95 list.

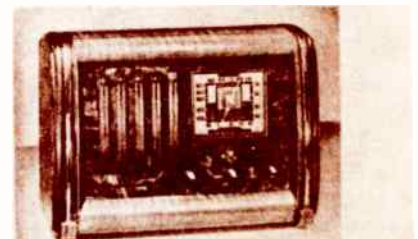
**ARVIN**



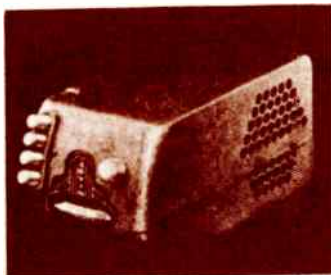
**MODEL S10**—Single unit 5-tube superheterodyne auto radio, thumb-wheel dial tuning, phantom filter and 5-inch electro dynamic speaker. Full automatic volume control. 2 watt power output. Installs under instrument panel. Price \$14.95 list.



**TABLE**—This transitone radio model is produced in 55 different two-color schemes including the colors of every American school and college; harmonizes also in bedrooms and dens; 5-tube superheterodyne; automatic volume control; local tubes; high-output speaker; standard broadcast and police calls. List \$11.95. Philco Radio & Television Corp., Philadelphia, Pa.



**TABLE MODEL CS-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-buff 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 \$27.95 list. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York.



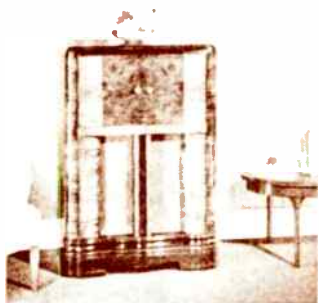
**LAFAYETTE**

**TABLE MODEL BB-27**—Suitable radio for the den or recreation room; six button or manual tuning; contains a built-in speaker; provision for phono or television; 6-tube a.c.-d.c. superheterodyne;



# New Products

## RCA



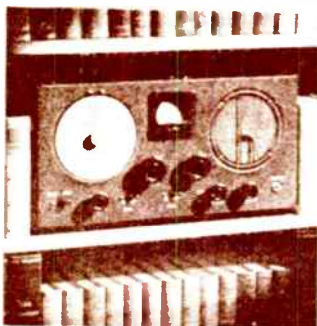
MODEL 411—A four band receiver with built-in loop antenna. Tuning from 540 to 1700 mc and radio eye scale controlled by knobs and crystals which are 125 mc scale. Includes built-in push button antenna coil for 12 waves.



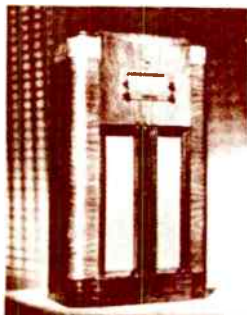
MODEL 420—A 7 tube manually operated radio combination built-in loop 12 inch electro dynamic speaker. American and foreign reception newly designed top loading crystal pickup, phone terminals under top lid. RCA Mfg Co., Camden, N. J.

## HALLICRAFTER

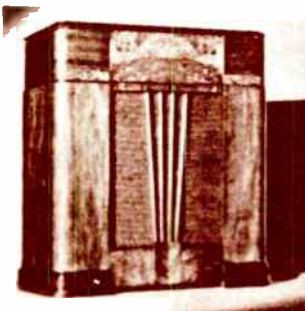
SKY BUDDY—A four band communication-type receiver tuning from 41 mc to 545 kc. Uses electrical band spread illuminated dial; 8 inch dynamic speaker; boost frequency oscillator; built-in 800 cycle six tubes send-receive switch, headphone plug. price \$29.99 Hal. Hallcrafters, Inc., 311 S. Indiana Ave., Chicago, Ill.



## HOWARD



CONSOLE—Model 108C 8 tube superhet tuning from 540 1700 mc and 55 k mc. Built-in loop antenna, 4 button push button tuning, 12 inch speaker, provision for television and phono 7 watts audio output.



MODEL 108APC—Automatic record changer and 8 tube superhet. Tuning standard and foreign broadcast; built-in loop; tone control; push button tuning, 12 inch speaker push pull power output stage, built-in record compartment. Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.

## RADIOBAR

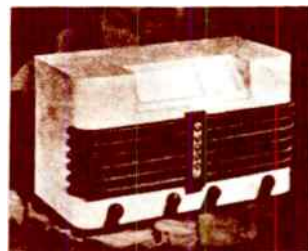


MODEL 20—Eight tube superhet with built-in loop antenna and 4 tube radio chassis. Includes tuning shaft wires, drawer-type record player enclosure.



BAR—Completely enclosed cabinet bar for the home. Does not contain radio but ample room has been provided for same. Glass service for eight inch \$135. Radiobar Corp of Amer., 296 Broadway New York, N. Y.

## GUTMANN



RADIO CABINET—Genuine rawhide is specially processed to make it practical for covering radio cabinets. This rawhide is made from the hides of carefully selected cattle making an unusually good-looking cabinet; can be had in natural or in colors. Gutman and Company, Inc., Chicago Ill.

## RECOTON

NEEDLES—Designed for the specific purpose of giving maximum efficiency and facility to automatic record changers. Extra strong sheet prevents needle breakage when subject to the strenuous demands of an automatic tone arm. Recoton Corp., 178 Prince St., New York, N. Y.



**SENTINEL**—Radio-Phone combination portable. Weight 2 1/2 lbs. including batteries.

**SENTINEL**

Sentinel Radio Corp.  
222 Diversey Parkway, Chicago, Ill.



**PORTABLE**—One of a line of battery portable radios which includes a complete line of 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000. Price at \$19.95 including batteries. Radio and Television Retailing, May, 1939.

**ADMIRAL**

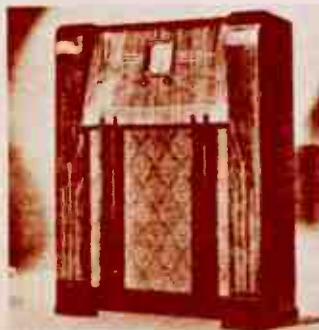
Continental Radio and Television Corp.  
3808 Cornland St., Chicago, Ill.

**MODEL 33-4F**—Portable battery superhet has self-contained concealed loop antenna, automatic volume control, push indicator, 5 in. permanent magnet type speaker, four "no-beats" bakelite knobs, frequency range from 535 to 1610 kc. Shipping weight complete with batteries 13 lbs. List \$19.95. Radio and Television Retailing, May, 1939.



**STEWART-WARNER**

Stewart-Warner Corp.  
1826 Diversey Parkway, Chicago, Ill.



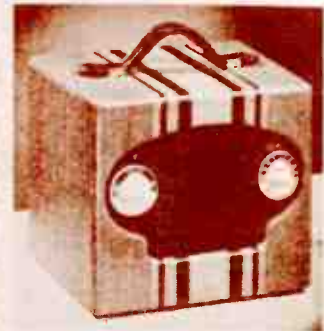
**BATTERY RADIOS**—For farm houses, summer cottages and homes without electricity, a table and a portable model are offered in a popular price range. Low drain type tubes add to battery life. Cabinet in matched wood with attractive inlays, sets are equipped with dial, dynamic speaker, automatic volume control, large tuning dial and six half-type on-off indicator. Complete sets in Chicago at \$39.95, table model at \$49.95, six batteries. Radio and Television Retailing, May, 1939.

*Preview of*

**SONORA**

Junior Radio and Television Corp.  
2426 W. Washington St., Chicago

**PORTABLE**—A "Proctor" model, 11000000, is also equipped for use with standard 100 or 150-hour battery pack which will give 25 hours of battery life. Power 600 mW. "Sensitometer" with automatic volume control, P.M. dynamic speaker, a carrying weight of 11 1/2 lbs. "Playmate" has all of the features and economy of operation of "Proctor". It is Deluxe model has larger carrying case with handle. Shipping weight 15 1/2 lbs. "Proctor" Model 8000, List \$19.95. "Playmate" Model 8100, List \$24.95. Radio and Television Retailing, May, 1939.



**MODEL 15A-100**—The "Cosmo" has built-in "All-Magnet" features which eliminates need for both aerial and ground. Other features are tuning range of 170 to 680 kc., operation from 100 to 500 mW, 40 to 60 ohm, 2-watt output, P.M. dynamic speaker, 3-watt beam power output tube. Available in modern plastic molded cabinet in ivory or mahogany with floor with four knobs. Radio and Television Retailing, May, 1939.



**CROSLY**

Crosley Corporation  
Cincinnati, Ohio

**PORTABLE**—Model B427A, four tube superhet, has 5 1/2 in. speaker, six batteries that give 25 hours service. Minimum battery drain is accomplished by use of new low drain 60 volt tubes. Receiver weighs 15 lbs., operates with batteries, requires no ground connections, operates from a high sensitivity loop antenna. An indicator on volume control knob shows when set is turned on to safeguard against waste of battery current. Covers broadcast band from 540-1600 kc. Control knobs are recessed. List \$19.95. Radio and Television Retailing, May, 1939.





# Radio Merchandise



WILCOX GAY—Vreest record player Model A 61 by Wilcox Gay Corp. Charlotte N.C. List \$14.95

## RCA VICTOR



RCA Manufacturing Co.  
Camden, N. J.

MODEL U-17E—End table cabinet houses 6 tube radio-phonograph with cabinet designed to accommodate equalizer 12 in. record drums. Phono has feather-touch crystal pickup, automatic stop, self-starting, constant speed motor, improved RCA electric tuning to 5 stations, automatic bass compensation, illuminated station scale, continuously variable tone control. Tuning range 540-1720 kc. List \$29.95. Fab. Camden. Includes membership in Victor Record Society plus introductory supply of records.

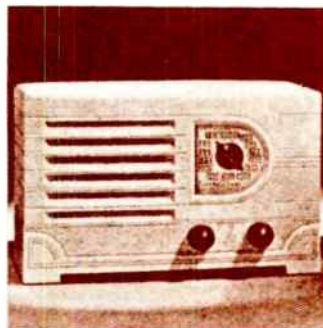
## EMERSON

Emerson Radio and Phonograph Corp.  
1 E 94th Ave., New York, N. Y.



COMBINATION — Model BM-242 radio-phonograph with Miracle Tone Chamber, electro-dynamic speaker, automatic overload control, 4 tubes and one ballast unit, receives standard American broadcasts and police calls. Fullvision dial, self-drive tuning assembly, beam power tube, built-in antenna. Phono has crystal pickup, constant speed motor, sensitive tone arm. Cabinet is acoustically constructed. List \$29.95.

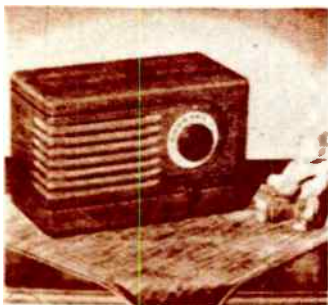
LITTLE NIPPER Model 9TX23—Contained in modern style cabinet, walnut with mahogany sides, edge-lighted vertical station scale on dial. Electro-dynamic speaker, 5 tubes a.c., d.c. built-in antenna, automatic volume control. Tuning range is 540-1720 kc. List \$14.95.



MODEL CH-263—Miracle Tone Chamber, electro-dynamic speaker, automatic volume control, fullvision dial, beam power tube, built-in antenna, are features of this 5 tube a.c. d.c. superhet which covers standard American broadcasts and police calls. The case has padded, domed top and embossed design, is available in ivory, mo-recco, red morocco and brown morocco. List \$14.95.

## WESTINGHOUSE

Westinghouse Electric Supply Co.  
50 Varco St., New York, N. Y.



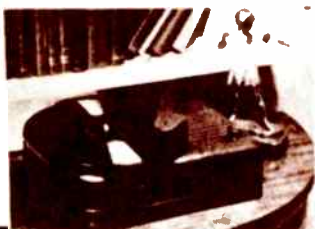
WR 165 SERIES — Five tube superhet, 6 to 1 over-range drive, clear vision illuminated dial, weight of 4 1/2 lbs. American broadcast band, built-in antenna, 4 in. dust-proofed electro-dynamic speaker, automatic volume control. WR 165-M illustrated has solid mahogany cabinet with maple finish, ivory dial, brown control knobs.

## WHOLESALE

Wholesale Radio Service Co., Inc.  
100 Sixth Ave., New York, N. Y.



MODEL CC-66 Lafayette portable receiver can be operated anywhere by means of the self-contained batteries or from either a.c. or d.c. light lines where such service is available. Built-in loop eliminates necessity for other types of antennas except in difficult reception areas. Dimensions 17 1/2 x 8 1/2 x 8 in. and weight 20 pounds, including batteries. Enclosed in case of zero-luggage type, weather-proofed. Tuning range is 550 to 1700 kc.



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** — Made U-129 has 10 tube chassis automatic record changer extended frequency range crystal phonograph pickup constant-speed motor electric tuning for 8 stations 12 watts push pull output, 3-band straight line station scale 2 1/2" electro dynamic speaker automatically compensated volume control, continuously variable tone control. List \$185 f.o.b. Camden. Includes RCA Victor Master Antenna System membership in Victor Record Society and introductory supply of records.

## EMERSON

Emerson Radio and Television Corp.  
Englewood Cliffs, N. J.

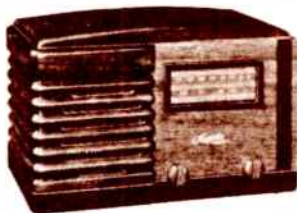
**EMERSONETTE**—A tiny radio, 6 1/2" wide 4 1/2" high 3 1/2" deep as illustrated designed for extreme use such as strapping in luggage, fitting into desk drawers, foot lockers, etc. Features 4 tubes, automatic dial scale, 100% beam power tube built in antenna. So-called "The Strad" model has an acoustically constructed cabinet and rubbed walnut finish. List \$49.95.



## MAJESTIC

Majestic Radio and Television Corp.  
2600 W. 50th 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, 8 tuned circuits. Walnut cabinet finished in contrasting woods.



**MODEL CM 256-A** 5 tube a.c. superhet covering standard American broadcast bands and police calls. Electro dynamic speaker. "Magic Tone Chamber" automatic volume control, full slide rule dial, 5 beam power tube built in antenna. So-called "The Strad" model has an acoustically constructed cabinet and rubbed walnut finish. List \$49.95.

## PATHE

Pathe Radio and Television Corp.  
2741 Indiana Ave., Chicago



**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, 8 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 phone-microphone attachments for home broadcasting, etc. List \$19.95.





# New Products



## BELMONT

Belmont Radio Mfg. Co.

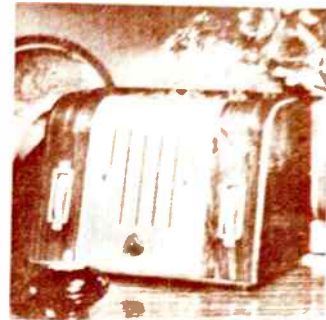
## G-E

General Electric



PORTABLE—Model 275, a self-powered portable tube superhet. Tuning range is 530 to 1600 k. Has automatic volume control, beam power output, permanent magnet dynamic speaker. Two stages of i.f. amplification, self-contained loop antenna acoustically constructed cabinet. List \$19.95. Radio and Television Retailing, May, 1939.

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 input circuit, thereby assuring good sensitivity when an outside antenna is used. Battery life from 250 to 350 hours, 8 1/2 in. P. M. speaker, weight 17 1/2 lbs. List \$29.95. Radio and Television Retailing, May, 1939.



## WESTINGHOUSE

Westinghouse Electric Supply Co.

## PILOT

Pilot Radio Mfg. Co.

PORTABLE—Model 275, a self-powered portable tube superhet. Tuning range is 530 to 1600 k. Has automatic volume control, beam power output, permanent magnet dynamic speaker. Two stages of i.f. amplification, self-contained loop antenna acoustically constructed cabinet. List \$19.95. Radio and Television Retailing, May, 1939.



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 input circuit, thereby assuring good sensitivity when an outside antenna is used. Battery life from 250 to 350 hours, 8 1/2 in. P. M. speaker, weight 17 1/2 lbs. List \$29.95. Radio and Television Retailing, May, 1939.

## EMERSON

Emerson Radio and Phonograph Co.

## MISSION BELL

Mission Bell Radio Mfg. Co.



PORTABLE—Model CT 275, a self-powered portable tube superhet. Tuning range is 530 to 1600 k. Has automatic volume control, beam power output, permanent magnet dynamic speaker. Two stages of i.f. amplification, self-contained loop antenna acoustically constructed cabinet. List \$19.95. Radio and Television Retailing, May, 1939.

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 input circuit, thereby assuring good sensitivity when an outside antenna is used. Battery life from 250 to 350 hours, 8 1/2 in. P. M. speaker, weight 17 1/2 lbs. List \$29.95. Radio and Television Retailing, May, 1939.



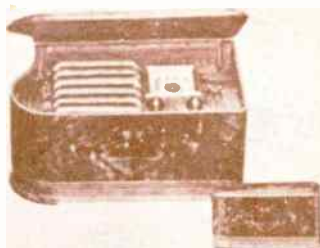


**EMERSON**—Model CE 259—5 tube superhet portable battery model

# Preview of New

## EMERSON

**MODEL 238**—Five tube a.c.-d.c. superhet for standard American broadcasts and police calls features Emerson Miracle Tone Chamber. Equipped with electro dynamic speaker automatic volume control, built in antenna. Staybent construction of the 5½ by 10 by 5½ in cabinet allows use of continuous veneers on front and sides. Opening and closing of lid starts and stops receiver. List \$24.95.



Emerson Radio and Phonograph Co. 111 Eighth Ave. New York, N. Y.

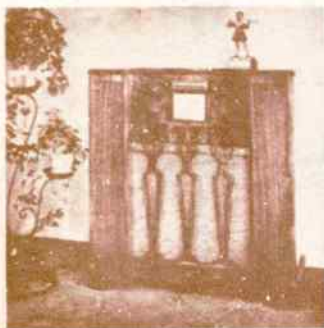
## STEWART-WARNER



**MODEL 01-317**—Effective use of wood grain make this an attractive console, a superhet which has automatic volume control and Magic Keyboard tuning. Illuminated dial, all-working tubes.

## STROMBERG-CARLSON

Stromberg Carlson Tel. Mfg. Co. 100 Carlson Road, Rochester, N. Y.



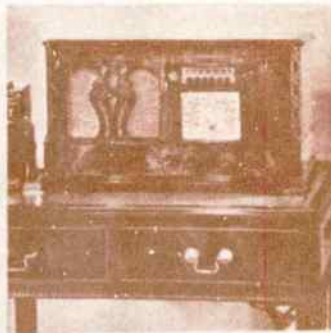
**MODEL 345-X**—Slanting panel console grand with selective 10 tube chassis, Acoustical Labyrinth and Cerpinchoa Leather Speaker. Authentic English 18th Century design. Electric flash tuning.



## MISSION BELL

Mission Bell Radio Mfg. Co., Inc. 833 Venice Blvd., Los Angeles, Calif.

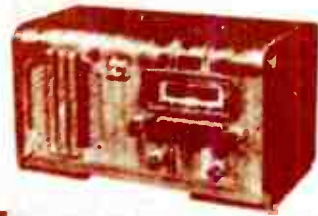
**MODEL 335-H** fills a new table model price bracket. The idea for its walnut cabinet was taken from a Chippendale clock case, grille was taken from a Chippendale chair back motif. Electric flash tuning.



**PORTABLE**—Model 400 complete battery operated portable radio, self-contained, weather-proof, airplane cloth covered cabinet with carrying handle. Has automatic volume control, employs low drain tubes, needs no aerial or ground connection.



# Radio Merchandise



ARVIN—Model 89 six push button six tube a.c. superhet. List \$44.95.

## SENTINEL

Sentinel Radio Corp.  
2222 Diversy 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

Arvin Radio Industries, Inc.  
Columbus, Ind.



Priced from \$16.95 to \$99.95 the nine new models of the 1939 line include model 91, illustrated. Six tube superhet circuit, 10 in. dynamic speaker, six band coverage, provides American and foreign reception, 8 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.

General Electric Co.  
1285 Boston Ave., Bridgeport, Conn.

## G-E

**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-st. 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.

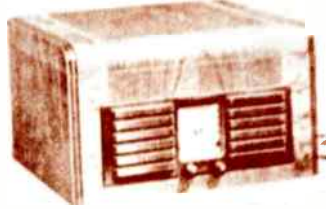


**WIRELESS RECORD PLAYER** — Plays 10 or 12 in. records from any location in the room through radio loud-speaker without wired connection. Plugs into any a.c. electrical outlet. Crystal pickup, self-starting motor.

Typical New Models Catching Public Fancy as Christmas Nears



RCA VICTOR U \$59.95 f.o.b.



PHILCO 502 \$35



FARNSWORTH AK 17



ADMIRAL 159 5L \$32.95



STROMBERG-CARLSON 411-PT \$69.50 f.o.b.



STEWART-WARNER OI 5D9 \$34.95



MOTOROLA 61F \$44.95



FADA PL50 \$29.95



EMERSON CV289 \$32.95



SONNARA 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"



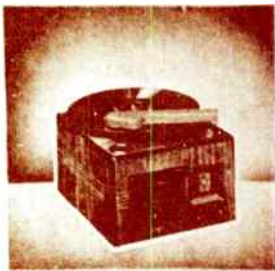
CELEBRATING TWO DECADES OF RADIO ACHIEVEMENT

Investigate



"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.

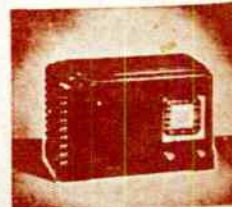
#### PHONOGRAPH CONSOLE COMBINATIONS

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

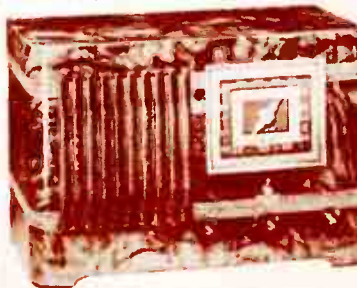
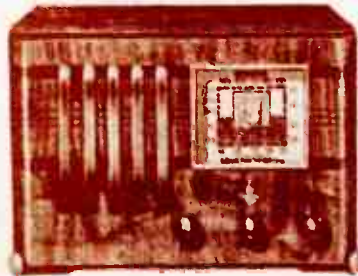
1. Plays on A.C.
2. Plays on D.C.
3. Plays on Its Own Power—Anywhere (No Plug-In)

Model DJ-310 — With "Miracle Tone Chamber"

Colors of These Cabinets: Blue with Ivory Lining, Ivory with Brown Trim, Simulated Pearls.

Standard Broadcasts • 5-Tube Superheterodyne • Inner-Captor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched butt walnut.

\$24.95  
COMPLETE



Deluxe Model CG-318 (Above) With "Miracle Tone Chamber"

5 Tubes and Ballast • AC-DC Superheterodyne • Standard Broadcasts, All Police Calls, Foreign and American Short Wave • Electro-Dynamic Speaker • Cabinet of selected butt walnut.

\$24.95

Deluxe Model CS-320 (Left) With "Miracle Tone Chamber"

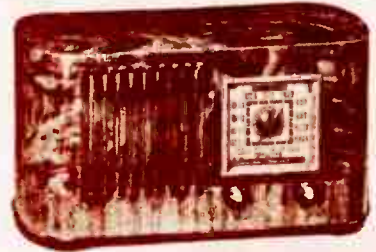
5 Tubes and Ballast • AC-DC Superheterodyne • American, Foreign, Police • 4 1/2 Inch Electro-Dynamic Speaker • Televisor Tuning • Cabinet of Selected butt and striped walnut.

\$29.95



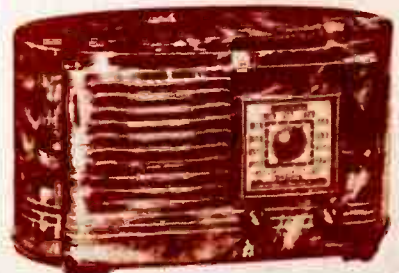
Model DB-315—Deluxe Cabinet with "Re-Flex Miracle Tone Chamber"

Standard Broadcasts • 5 Tube AC-DC Superheterodyne • Inner-Captor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched butt walnut. \$19.95



Deluxe Model CV-313—With "Miracle Tone Chamber"

5-Tube AC-DC Superheterodyne • Standard Broadcasts • Inner-Captor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched butt walnut. \$19.95



Deluxe Model CV-316—With "Miracle Tone Chamber"

Standard Broadcasts • 5-Tube AC-DC Superheterodyne • Inner-Captor Loop Antenna • Electro-Dynamic Speaker • Cabinet of selected matched butt walnut. \$22.95



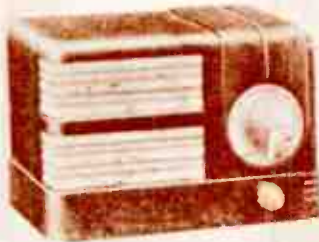
**EMERSON RADIO AND PHONOGRAPH CORPORATION... NEW YORK, N. Y.**

World's Largest Maker of Small Radios





Winton



Beacon



Foto



Tray



Automatic



General Electric



Winton Bell

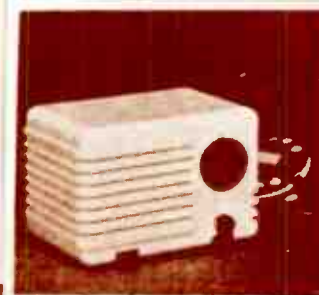


Air King



MAJESTIC

PIA 50



DELIGHT



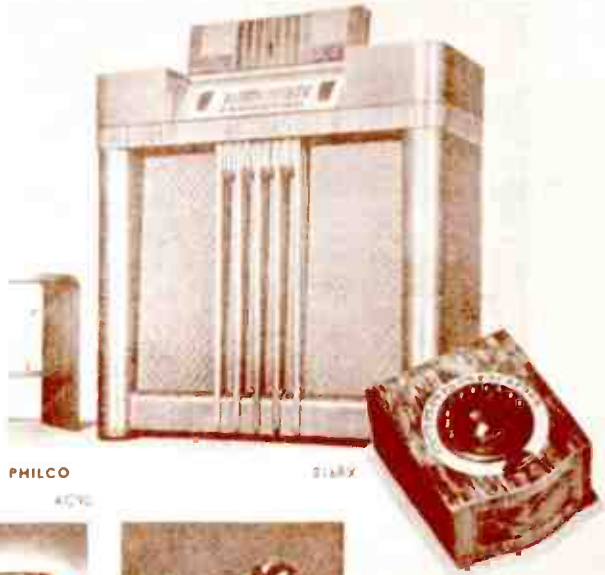
Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.

# The BEST Radios



MOTOROLA

85A



PHILCO

218X

STEWART-WARNER

218A7

FARNSWORTH

40V6



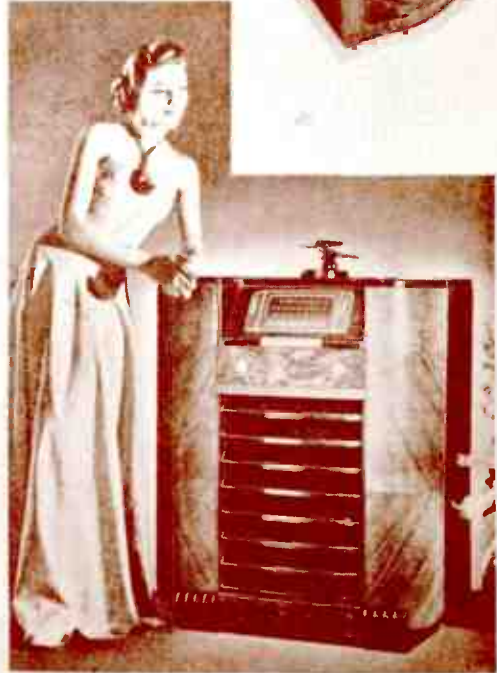
ADMIRAL

394118



CROSLEY

819M



GENERAL ELECTRIC

H116



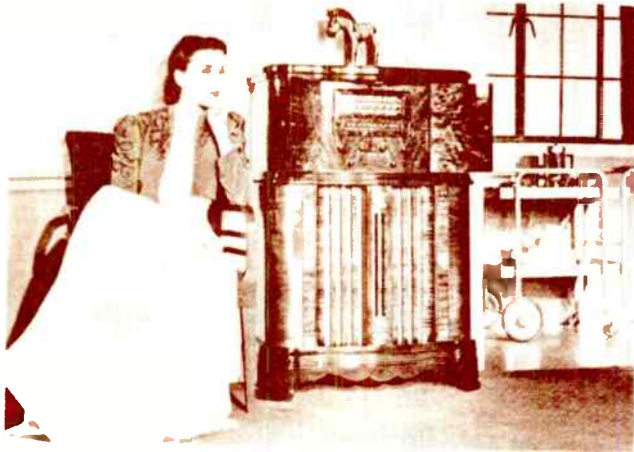
"A variety of radio-cabinet combinations. See picture how cabinet and its contents, manufactured by Radio Corp. meeting its design objectives."

1940



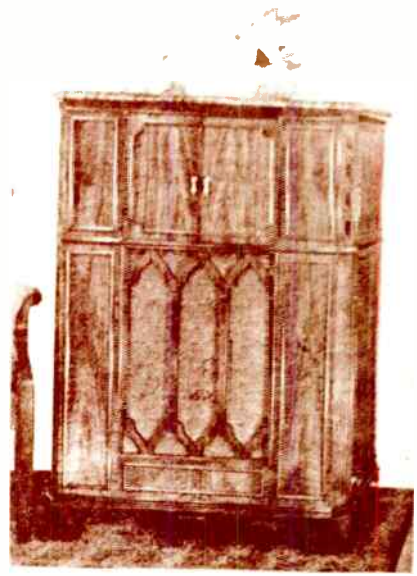
# MONEY Can BUY\*

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

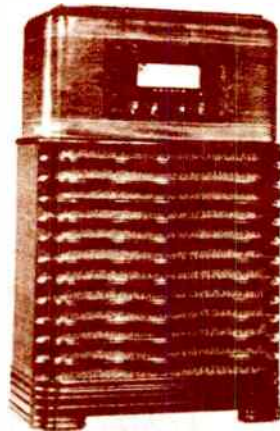
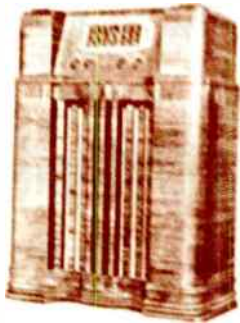
K130



STROMBERG-CARLSON

480M

FARNSWORTH



HOWARD

518S

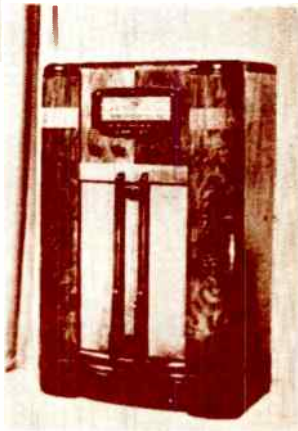


WESTINGHOUSE

WR374



SENTINEL



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 31-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 natural" 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 MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY  
A SERVICE OF THE RADIO CORPORATION OF AMERICA





**NEW ARVIN  
PUSH BUTTON**  
Model 66 . . . \$24.95 list  
Powerful 5-tube AC superheterodyne with 6 push button auto-tune tuning. Has special Arvin "super-circuit" which increases tuning range to 18 or 24 stations. Electro-dynamic speaker. Modern wood plastic cabinet 11 1/2" high, 8" wide, 6 1/2" deep.

**TWO STREAMLINED  
PLASTIC RADIOS  
in a choice of colors**  
Full sized table radios 11 1/2" wide, 8" high, 6 1/2" deep. Powerful superheterodyne using 5 tubes, plus bellini tubes. Operate on AC or DC current. Electro-dynamic speaker.  
Model 56A in ivory at left . . . \$19.95 list  
Model 56 in ebony black below . . . \$16.95 list

SEE THESE NEW ADDITIONS  
TO THE COMPLETE LINE OF  
**ARVIN**  
RADIOS

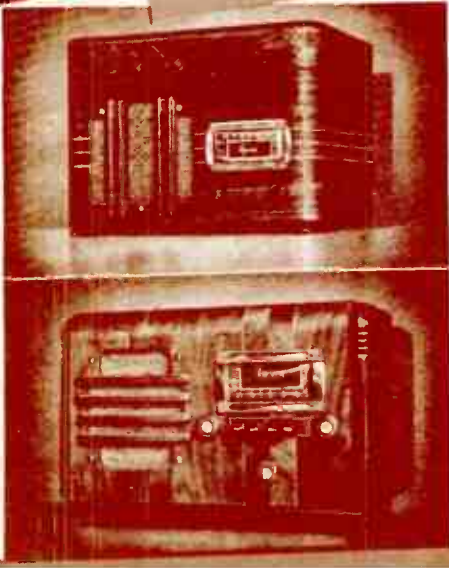
Eight—New Arvin Model 88 with lid raised to show phonograph turn table.



**MODERN STYLING  
ATTRACTIVE PRICES  
BEAUTIFUL RECEPTION**

**NEW ARVIN Radio-Phonograph  
AC Model 88 . . . \$39.95 list**  
You can cash in on the popularity of radio-phonograph with this table model. Improved pick-up reproduces voice and musical recordings beautifully through the Arvin 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 78 . . . \$29.95 list**  
A powerful broadcast and short wave superheterodyne receiver with full electro-dynamic speaker, covering 540-1750 kc. and 5.75-18.0 mc. Combines the convenience of 4-station push button tuning for a few preferred national chain stations and the flexibility of dial tuning for general station 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.

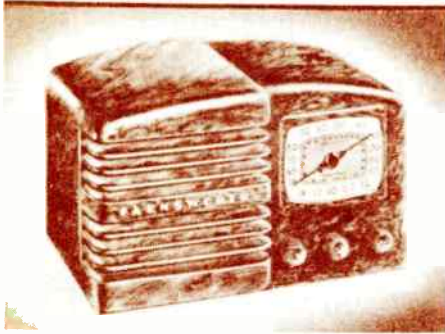
Five models, including the radio-phonograph, meet the demand of thousands of users—giving you the sales appeal of push button tuning, dial tuning or a combination of both in table radios. You can sell these new Arvins in volume—they're so reasonably priced.

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 right, higher in extreme South and West.

**ASK FOR CATALOG** showing complete line of table models, consoles, chairside radios and battery radios.

# Again Farnsworth



Model HI-20. A marvel of radio design and engineering. Magnificently styled in plastic. An AC-DC, 6-tube superheterodyne circuit, 2 bands. Automatic volume control and Bill-in-Tenna. An exciter that will move in large volume with minimum sifting effort.



Model HI-22. An ideal number for your hottest table model bracket, 6-tube AC-DC, superheterodyne circuit, 2 bands, Bill-in-Tenna, 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. Year-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

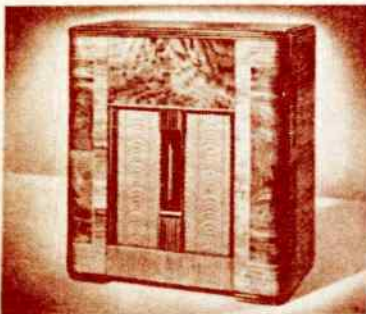
Today, Farnsworth is far in front again . . . anticipating public taste at the strategic moment by adding new models to its comprehensive line. A number of these smart new models . . . together with *proved sellers* of the past season . . . are shown here. Look them all over. They're going to move fast 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.

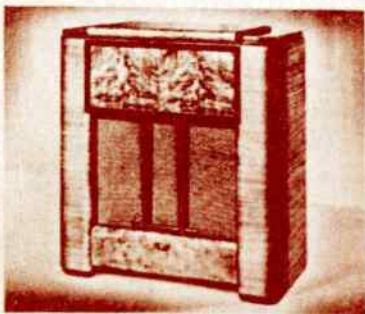
Farnsworth Television & Radio Corporation, Fort Wayne and Marion, Indiana

## FARNSWORTH ALSO LEADS IN THE COMBINATION FIELD

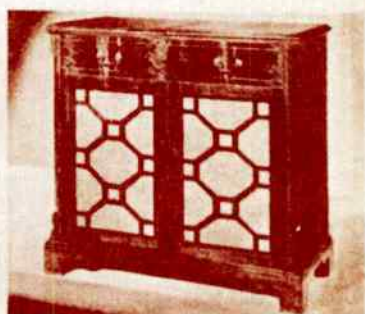
Model AK-59. This beautiful radio-phonograph combination proved to be the hit of the season. Plays 10 twelve-inch or 12 ten-inch records automatically. 7 tubes, 2 wave bands. Bill-in-Tenna. Push-button tuning. Television-sound connection. And priced to *sell on sight!*



Model AK-86 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. 8 tubes, 3 wave bands. Push-button tuning. Television-sound connection. A big bargain.



Your hard-to-please customers—those who want the finest, will buy the authentic Chippendale period design of radio-phonograph model AK-96. Plays 10 twelve-inch or 12 ten-inch records automatically. 10 tubes, 3 wave bands. Push-button tuning. Television-sound connection.

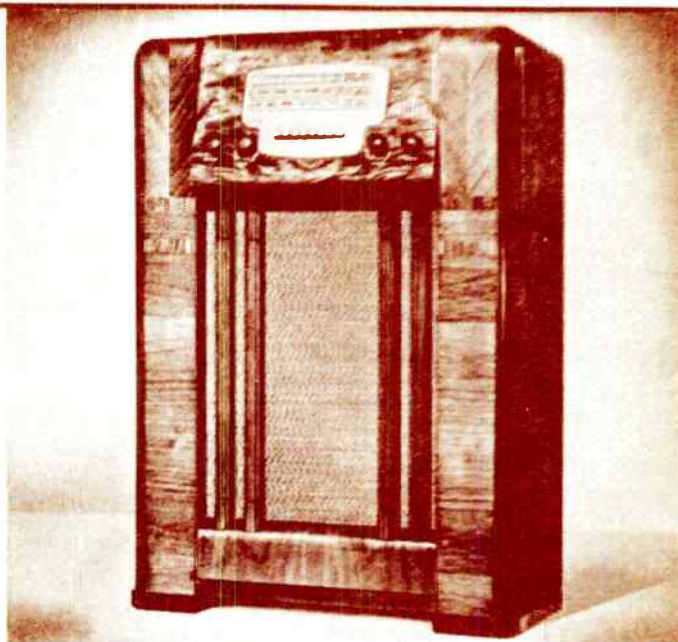




# Anticipates Popular Demand



*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 Bilt-in-Tenna, Automatic volume control, 12-inch electro-dynamic speaker, Phonograph and television-sound connections . . . all at a price that says "Buy me."

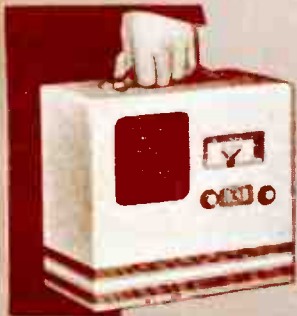


Model BC-81 in tune with the times—a new note in cabinet design, packed with eye-appeal that makes it the show spot in any line-up of radios. 8 tubes, 3 bands. Automatic volume control. Continuously variable tone control. Shielded rotatable Bilt-in-Tenna. 12-inch electro-dynamic speaker. Phonograph and television connections. See it, hear it, and you will sell it.

Model BC-102. Massiveness combined with dignity in cabinet styling for those who want a big package—big in appearance, big in value, and outstanding in performance. 10 tubes, 3 bands. Shielded rotatable Bilt-in-Tenna. Automatic volume control. Continuously variable tone control. 12-inch speaker. Television and phonograph connections. See its low list price—on a regular step-up model.



# 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

6-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 smart new styling and 3 tubes. Unbreakable cabinet. Choice of Ivory or (walnut model 402). 20-foot antenna attached. Small enough to tuck away in luggage, powerful enough to do an almost unbreakable job. A rapid fire caller.



MODEL 602A \$18.95 LIST

Six-Tube AC-DC Portable Superhet with built-in loop antenna and convenient carrying handle. Plastic cabinet in Ivory or (walnut model 602 of \$16.95). Variable tone control. A powerful, fine-performing set. All prices slightly higher. Dealer and Retail and extreme South.



MODEL 502 \$9.95 LIST

8-Tube AC-DC Superhet. Extremely sensitive and selective. Electro-dynamic speaker. Beautiful illuminated airplane dial. Choice of Ivory or walnut finish. Unbreakable cabinet. 20-foot antenna attached. Small but mighty. Out-performs 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 meet every demand. Two 8-tube single coil sets, offer easy under-hood installation—with direct control dial tuning, or dial and 4 push button automatic tuning. These powerful sets have almost unbelievable sensitivity and selectivity. And both at the remarkably low prices. All Arvin Car Radios have the famous Phantom Filter which blocks signal strength and stream ripples.

MODEL 410 with direct control, 8-tube, dial tuning and 2 tubes. A starting radio value at this price. \$14.95 LIST



MODEL 610

Two other 1940 Arvin Car Radios give you the added value appeal of pushing panel controls and push button volume controlling. Model 770, 8-tube dial and 4" speaker with automatic remote control, \$24.95... with switching panel control, \$28.00. Model 716, dialer with automatic remote control, \$44.00... with switching panel control, \$48.00.

MINI-SPACE SUPERHET, 8-tube, 8-tube

MODEL 410 with push button and switching dial tuning and 2 tubes. A single set "Zestmaster" sets. \$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*

(Slightly higher Watt and Bush)

**O**NLY 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

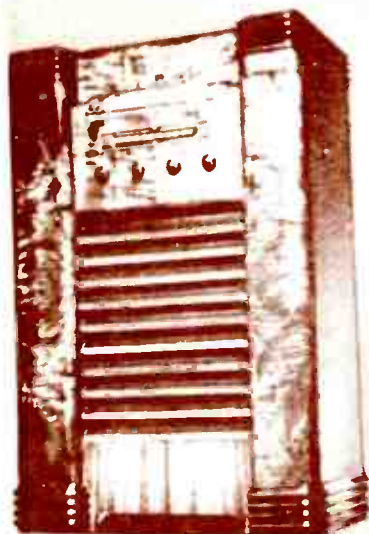
Beam Power Output . . . 8-inch Heavy Duty Electro Dynamic Speaker . . . Inclosed-improved Super-Loop Antenna . . . Acoustically Constructed Cabinet: Sta-Bent Construction, Center-matched butt-walnut and vertical grained striped walnut veneers. Hand-rubbed finish.

**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 "high."

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 Stewart-Warner Radio Co. has won the Award of Merit for the most pleasing and practical radio design in radio today."*

**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. 9 tuned circuits, illuminated Magic Dial, A.V.C., push-button tone control and band switch, and 5-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 8-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 91-521**—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 Herculey 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**





**MODEL 01-847**

A big, rich-looking radio that sets a new high in value. *8-tube performance*—genuine superhet with 11 sound circuits, Magic Keyboard automatic tuning, A.V.C., automatic bass compensation, 3-way tone control, built-in line antenna, full 10" speaker, television sound channel, record player connection. Covers 540-1725 kc., 2200-7000 kc., and 6.3-23 mc. Price — at a profit to you!



**MODEL 01-5H7**

An extra-quality radio that's sensational in price, yet profitable to sell. Superhet with 7 tube performance, Magic Keyboard automatic tuning, 3 wave bands, big 10" concert speaker, television sound channel, built-in line antenna, 3-way tone control, A.V.C., and automatic bass compensation, connection and switch for record player, in wrap-around figured walnut cabinet. Price . . . at a profit for you!

**MODEL 01-817**

Majestic 32 inch console in wrap-around walnut and ager, with powerful 11-tube performance 2-band superhet chassis, Magic Keyboard automatic tuning and 4-way tone control. Full console dynamic speaker, built-in antenna, automatic bass compensation, A.V.C., television sound channel, phonograph connection. Price . . . at a profit to you!



**MODEL 01-699**

A country styled radio-phonograph in rich mahogany and dark walnut, with large built-in record well, self-starting motor and eight crystal pick-up. Radio is 3-band superhet with 8-tube performance, built-in antenna, Magic Keyboard automatic tuning, full 12-inch speaker, television sound channel. Price—at a profit for you!



# Really Different ... Because

## There's a Profit in Them for You



**MODEL 0-4C9**

Automatic record-changer combination. Sharp-tuning 3-band 8-tube performance superhet with Magic Keyboard automatic tuning, telescopic keyboard with 16 possible variations, and on-and-off touch control cabinet — manual tuning Magic dial inside. Automatic record changer handles both 10 and 12 inch records. Full 12" speaker. Television sound channel. Price . . . at a profit for you.

### NEW! THE "MAGICIAN"



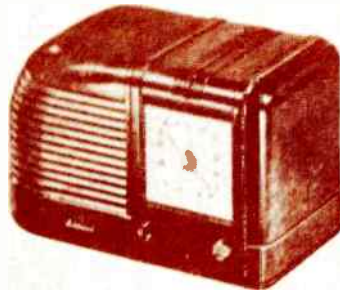
**MODEL 01-199**

A 5-way mobile with 8-tube performance. A sharp-tuning 3-band 8-tube performance superhet with 16 possible variations, and on-and-off touch control cabinet — manual tuning Magic dial inside. Automatic record changer handles both 10 and 12 inch records. Full 12" speaker. Television sound channel. Price . . . at a profit for you.

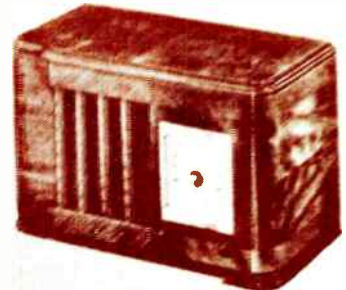
**NEW R. F. CIRCUIT INCREASES SENSITIVITY SEVEN-FOLD**



**13-C5—Mahogany**      **14-C5—Ivory**  
5 tube AC-DC superhet in plastic cabinet with carrying handle. New low current drain tube, give 5 tube performance. Has P.M. speaker. Aeroscope sound. 540-1730 K.C.



**20-A6—Walnut**      **21-A6—Ivory**  
5 tube AC-DC superhet. Has new P.F. circuit. Aeroscope, 5 tube dual A.V.C. P.M. dynamic speaker. Television sound connections. Uses broadcast and police bands.



**22-A6—Walnut**      **23-A6—Deluxe Walnut**  
5 tube AC-DC superhet in wood cabinet. Has new R.F. circuit. Aeroscope, 5 tube dual A.V.C. P.M. dynamic speaker. Television sound connections. Uses broadcast and police bands.

**THESE SHORT WAVE RADIOS GUARANTEE FOREIGN RECEPTION**



**15-85—Walnut**      **16-85—Chartreuse-Ivory**  
5 tube AC-DC superhet in plastic cabinet. Two bands (535-1730 K.C. and 15-49M). Has built-in antenna. "Solo" dial. A.V.C. P.M. dynamic speaker, television sound connections.

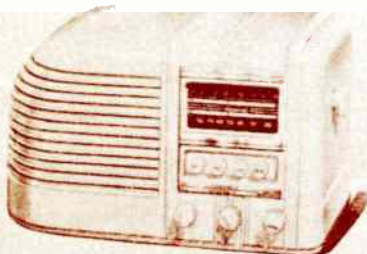


**17-85—Walnut wood cabinet with handy carrying handle.**  
5 tube AC-DC superhet. Two bands 335-1730 K.C., 16-49 M. Built-in antenna. "Solo" dial. A.V.C. P.M. dynamic speaker, television sound.



**18-85—Deluxe walnut wood cabinet—the style leader!**  
5 tube AC-DC superhet. Two bands 335-1730 K.C., 16-49 M. Built-in antenna. "Solo" dial. A.V.C. P.M. dynamic speaker, television sound.

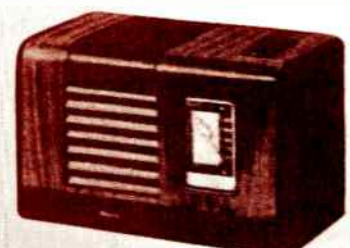
**ADMIRAL RADIOS SET THE VOGUE IN DELUXE WOOD CABINETS**



**396-6M—Walnut**      **397-6M—Ivory**  
398-6M—Onyx  
6 tube AC-DC superhet 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)**  
5 tube AC-DC superhet 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.**  
5 tube AC-DC superhet. Has 4 automatic tuning push buttons, Aeroscope, A.V.C., multiplex dial, P.M. dynamic speaker, television sound connections. Tuning range 540 to 1730 K.C.

**SENSATIONAL ADMIRAL VALUES!**

**SINGLE BAND ADMIRAL RADIOS** **\$9<sup>95</sup>** AND UP  
(540 - 1730 K.C.).....

**TWO BAND ADMIRAL RADIOS** **\$12<sup>95</sup>** AND UP  
540-1730 (Broadcast) and 5.62-17.1 Mega (gets all the 19-31-49 Meter Foreign Reception).....

**CONTINENTAL RADIO & TELEVISION CORP.**  
3800 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-scopes receive 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-scopes receive 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 automatic tone changer. 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. stage on all bands. 11 tubes including rectifier. Cabinet in American walnut veneer.




**MODEL L-915**

Provision for attachment of FM Transistor or record player. Built-in Beam-a-scopes receive Standard Broadcasts and Foreign short-wave. Tone Monitor Circuit. Broad-band voice with Hi Mu tube. Dynamic speaker. Four-gang condenser with drift-proof station selector. 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"*




**MODEL LF-116X**

The perfect all-purpose listening post for your car, dorm, or indoors. Dual self-charging storage batteries and charger. Plays on AC or on 6 or 9 volt batteries. Powerful speaker for clear tone. 11 tube FM receiver. Flip-up Beam-a-scopes for accurate reception performance. Streamlined for extra portability.



**MODEL L-915**

An all-around listening post... it plays on AC or DC... it plays on its own batteries. Built-in Beam-a-scopes receive Standard Broadcasts, Super-Heterodyne, plus Broad-band R.F. stage. Heavy-duty speaker. Cabinet construction excellent. Case in the basket. Power transformer. Full range battery.

**GENERAL  ELECTRIC**



**Sonora**  
Presents

the "Clear as a Bell Line"  
... for 1940!



... A COMPLETE LINE ... 41 MODELS ... "TEENY-WEENYS" ... COMPACTS ... MANTEL TYPES ...



**MODEL TV-48.** A High Fidelity portable. An A.C. Superhet with one of the smallest plastic molded cabinets ever produced. Tunes 1720 to 535 K.C. Features exclusive new 100 watt Electro-dynamic speaker. Features built-in automatic volume control. A.C. Superhet. Size 8 1/4" x 4 1/4" x 2 1/4". Available in white or walnut. A complete 30-day trial money-back guarantee.



**MODEL TM-69.** A new 12 tube model. Superior. Features built-in automatic volume control. A.C. Superhet. Size 10 1/2" x 6 1/2" x 3 1/2". Available in white or walnut. A complete 30-day trial money-back guarantee.



**MODEL TT-44.** A new radio using the new 12 tube model. Superior. Features built-in automatic volume control. A.C. Superhet. Size 10 1/2" x 6 1/2" x 3 1/2". Available in white or walnut. A complete 30-day trial money-back guarantee.



**MODEL TM-49.** A new 12 tube model. Superior. Features built-in automatic volume control. A.C. Superhet. Size 10 1/2" x 6 1/2" x 3 1/2". Available in white or walnut. A complete 30-day trial money-back guarantee.

FLAT-TOPS... CONCRETE... PORTABLES... AUTO SETS... PHONO COMBINATIONS... COMPLETE ELECTRIC PHONOGRAPHS AND PLAYERS... \$299 TO \$399.50 LIST... Yes, SONORA is all there for 1940. SONORA has the edge... in Class... in Price... in Sales Appeal... in famous "Clear as a Bell" Tone Quality! You've never seen such a complete and beautifully balanced line... Designed for Selling "right from the smallest 'Teeny-Weenys' to the most luxurious big 12 Tube console model. SONORA for 1940 is right all the way down the line... right in engineering... in styling... 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—a 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 Show—On Display at The Blackstone Hotel!



A FAMOUS NAME  
A COMPLETE JOBBER POLICY  
A GREAT "PACKAGE PLAN."

**MODEL TT-52.** A 1940 SONORA Smash Hit! An A.C. Superhet with "Umph!" Tunes 1720 to 535 K.C. Presented in an entirely new type of walnut table model cabinet of rare and appealing artistry. Features built-in "Sonorascope"—no aerial, no ground required. 5" Electro-dynamic Speaker, effortless 4 stroke 4-Button Automatic Tuning, 2 Watt Output, new 1-piece Tenite-molded escutcheon and dial crystal, 5 1/4" x 4 1/4", Gem-lod dial face. Size 13" x 11" x 7 1/2". A 1940 SONORA Sensation!

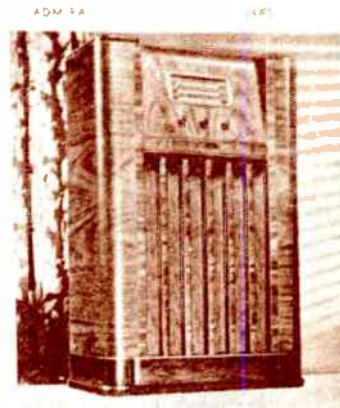
**Sonora**  
*Clear as a Bell*  
**RADIO AND TELEVISION CORP.**  
2626 W. WASHINGTON BLVD., CHICAGO  
132-4 WEST 32ND STREET NE, YORK  
**A GREAT NAME SINCE 1914**

1940





STEWART-WARNER 484



ADM 5A 485

The 1940 farm radios breathe new life to the rural radio market ruling 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

957



FARNSWORTH

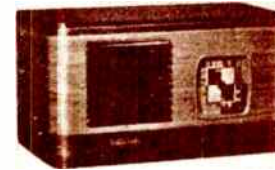
BT40

EMERSON

CX285

MOTOROLA

40-400



SONORA

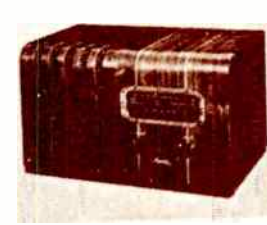
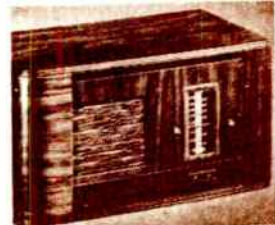
TM46

MAJESTIC

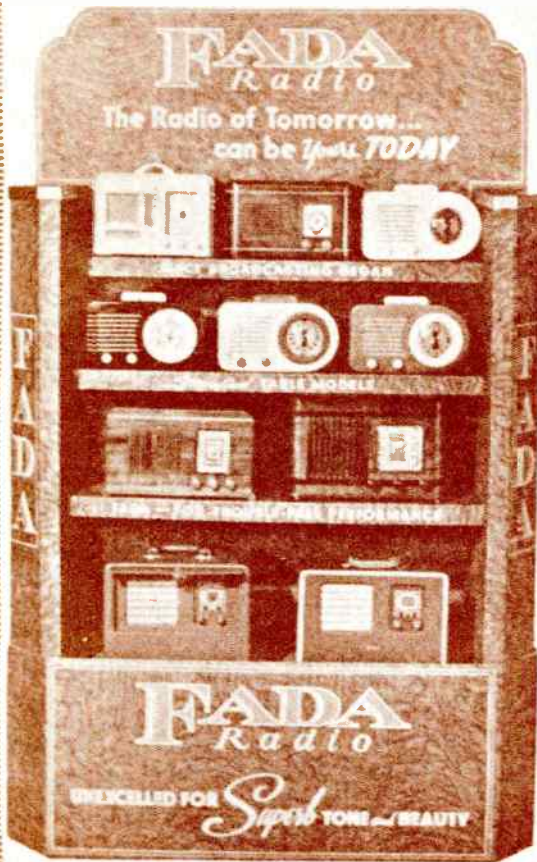
4-3-2

WILCOB-BAY

AS8



# "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

## STRUMBERG-CARLSON

CONSOLE—Model 535-M four-band set equipped to receive frequency-modulation broadcasts. Has built-in knob-controlled shielded loop, push-button tuning, television and photograph connection. Price \$199.50.

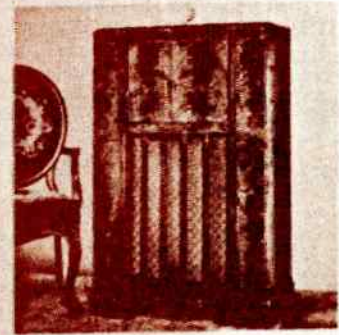
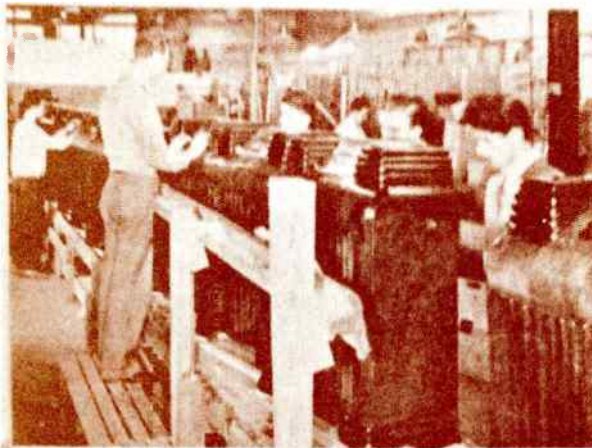
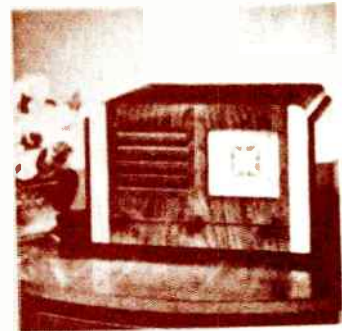


TABLE TYPE Model 500 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72 74 76 78 80 82 84 86 88 90 92 94 96 98 100



Factory production line in action

## Radios

1940 considered most constructive return to h.f. stages, other proven performance features, by more manufacturers in more models. Conveniences retained but less frequently at expense of base quality. Phono 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**—Camera mode resembles a camera in appearance and construction. The case is molded of Durez; is available with carrying handle or shoulder strap. Has built-in batteries, uses the new miniature tubes in a superheterodyne circuit. Includes built-in aerial dynamic speaker. Measures 8 1/2x5 1/2 inches, weighs 4 1/2 lb. Sonora Radio & Tea Corp., 2626 W. Washington Blvd., Chicago, Ill.

or d.c. superhet with built-in antenna. List price \$16.95 to \$19.95. Kodette Radio Corp., Ann Arbor, Mich.

## STEWART-WARNER



**COMPACT**—Model 67883 with 4 1/2-inch electrodynamic speaker. 6-tube superhet with A.V.C. and a tuning range from 540 to 7000 K.C., equipped with built-in antenna. Modern in design, compact, lightweight and available in ivory molded plastic cabinet.



**PORTABLE**—Model 757 has built-in antenna. 5-tube permanent magnet dynamic speaker, automatic volume control. Carrying case of tan-colored grained simulated leather. Tan front and maroon frame. Price \$19.95. Emerson Radio & Phonograph Mfg. Co., 111 Eighth Ave., New York, N. Y.

## KNIGHT



**SUPERHET**—Model A10830 with built-in Air Magnet loop antenna; 5 tubes; pushbutton tuning; 5 inch p.m. speaker; illuminated dial; provision for television. Allied Radio Corp., 831 W. Jackson Blvd., Chicago, Ill.

## AUTOMATIC



**RADIO-PHONOGRAPH**—Walnut table model, #2434-A, measures 15 1/2 x 14 x 8 1/2. 5-tube superhet; tunes 1720 to 540 K.C., features built-in automatic antenna; a.v.c., dynamic speaker. List price \$39.95. Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston, Mass.



**CONSOLE**—MODEL 61-887, an 8-tube superhet featuring attractive cabinet design and 6 1/2-inch wide tuning range and simplicity in dialing. Has built-in antenna; 8 pushbuttons; stands 4 1/2 inches high and uses a 10-inch electrodynamic type speaker. Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, Ill.

## ANDREA

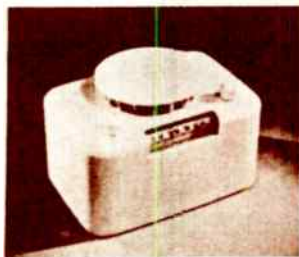
**PORTABLE ELECTRIC PHONOGRAPH**—Has soft starting rim drive electric motor; 8-inch felt-covered turntable; crystal pickup; 4 1/2-inch magnetic speaker; operates on 110-125 volts, 60 cycles a.c. Model G-20, housed in luggage type cabinet, has dusted non-spill needle cup. Weight 10 1/2 lbs.; price \$29.95. Andrea Radio Corp., 40-20 48th Ave., Woodside, N. Y.

## EMERSON



**PORTABLE**—Model 343 is a 3-way portable with built-in loop antenna; features American, foreign and police broadcasts; 4 1/2-inch permanent magnet dynamic speaker. Luggage style case finished in blue buffalo grained simulated leather. Price \$34.95.

## KADETTE



**TABLE TYPE**—"Tepper," a plastic model, features an all-direction sound diffuser, tone or and deflecting dome is placed in top of radio using the cabinet as an effective baffle. Available in heavy walnut veneer with brown top and knobs, and lacquer with ivory top and knobs. 5-tube a.c.



## PHILCO

**MODEL U-12**—Combination phono table-type has silent mercury on-and-off switch; three-point bass and treble tone control; pushpull audio; built-in antenna; top-loading needle socket and automatic needle cup; plays either 10 or 12-inch records; covers domestic and foreign short wave broadcasts and police calls. Philco Radio and Television Corp., Philadelphia, Pa.

G-E

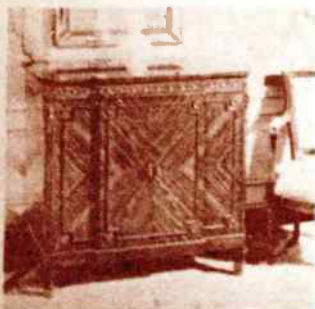


MODEL M... portable...  
 8-tube receiver...  
 2 bands...  
 frequency modulation...  
 auto-tuning...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model M...  
 General Electric Co.,  
 Bridgeport, Conn.



MODEL J-809—Automatic phonograph combination console in genuine mahogany, features an 8-tube receiver, 2 bands. Provides for frequency modulation or auto-tuning. Phonograph compartment is in top left drawer and can be rolled-out conveniently. Equipped with record storage compartment. General Electric Co., Bridgeport, Conn.

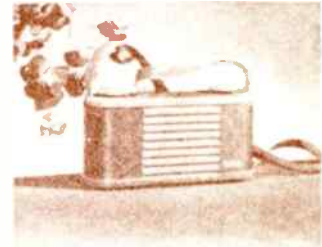
BRUNSWICK



DELUXE CONSOLE—"The Normandie," Model 277 is a 12-inch x 17-inch wall-mounted in French Chateau walnut. Encloses an 8-tube superhet with 10-watt push-pull output and four tuning bands and a 12-inch speaker. Automatic record changer plays 10- and 12-inch records interchangeably. Features a roll-out phonograph compartment.

# Preview of

PHILCO



MODEL... portable...  
 8-tube receiver...  
 2 bands...  
 frequency modulation...  
 auto-tuning...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model...  
 Philco Radio & Television Corp.,  
 Philadelphia, Pa.



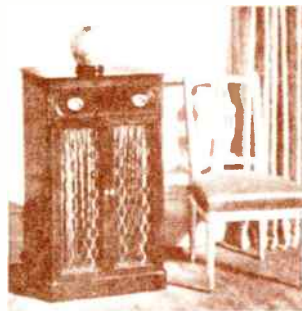
CONSOLE Model 300K...  
 8-tube receiver...  
 2 bands...  
 frequency modulation...  
 auto-tuning...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model 300K...  
 Philco Radio & Television Corp.,  
 Philadelphia, Pa.

FADA



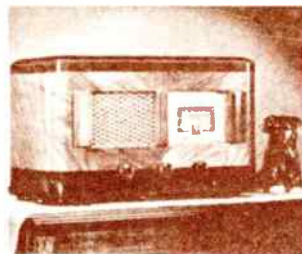
PORTABLE Model PLJ...  
 7-tube superhet with...  
 2-wave bands...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model PLJ...  
 Fada Radio & Television Corp.,  
 15-28 Thompson Ave., Long Island City, N. Y.

CONSOLE Model...  
 8-tube receiver...  
 2 bands...  
 frequency modulation...  
 auto-tuning...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model...  
 Westinghouse Electric Corp.,  
 New York, N. Y.



WESTINGHOUSE

TABLE TOP PE...  
 8-tube receiver...  
 2 bands...  
 frequency modulation...  
 auto-tuning...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model WR 8...  
 Westinghouse Electric Corp.,  
 New York, N. Y.



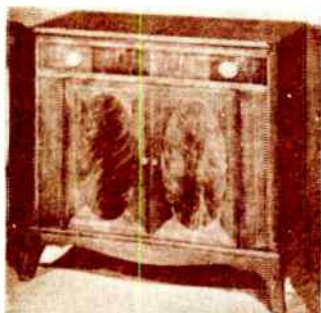
CONSOLE Model WR388...  
 8-tube receiver...  
 2 bands...  
 frequency modulation...  
 auto-tuning...  
 10-watt push-pull output...  
 12-inch speaker...  
 automatic record changer...  
 10- and 12-inch records...  
 roll-out phonograph compartment...  
 Model WR388...  
 Westinghouse Electric Corp.,  
 New York, N. Y.





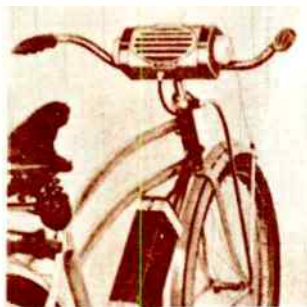
# New Products

## CONCERT GRAND



**CONSOLES**—The Deluxe line includes combination radio-phonograph models 8D9 and 10A9 both available in the Sheraton design cabinet. Made in walnut, mahogany or blonde mahogany. The 8D9 model employs 8 tubes and is dual-band unit. The 10A9 uses 10 tubes with three bands. Both have 12-inch speakers and automatic record changers. Concert Grand by Stewart-Warner Corp., Chicago, Ill.

## MOTOROLA



**BIKE RADIO**—Model B 150 is a compact 3-tube superhet, uses a 4-inch speaker and is equipped with a special battery pack. Mounts on handle bars with rubber shock-proof mountings. Measures 8 x 4 1/4 x 3 1/4 inches. Easily installed. Price \$19.95.



**AUTOMATIC RECORD PLAYER**—Model 23RC is a two-tube wireless player with automatic record changer. It is mounted on a walnut finish base. Changes eight 10-inch or seven 12-inch records. Has automatic repeat button. Measures 10 1/2 x 8 1/4 x 12 inches. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.

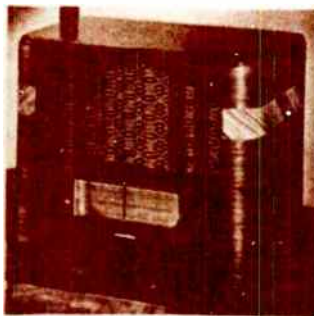
## PORT-O-MATIC

**PORTABLE**—Seven-tube a.c. d.c. battery two-band superhet. Has a three-gang tuning condenser and two watts output on the operation. Slide-in front cover can be locked with key. In suntan cowhide. Magic indicator for condition of batteries. Port O-Matic Corp., 50 East 77 St., New York, N. Y.

## HOWARD

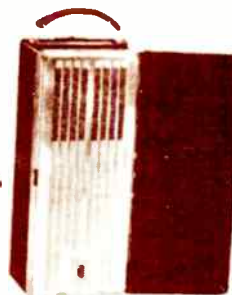


**MODEL 700**—Modernistic plastic table type receiver has 5 tubes, 8-inch speaker, covers standard broadcast and police band. Measures 9 1/2 x 6 x 8 1/2 inches. Available in walnut or ivory.



**TABLE TYPE**—Model No. 309 is a 5-tube straight a.c. receiver equipped with 3-one band using 8-inch speaker. Output 5 watts. Retail price \$29.95. Howard Radio Co., 1721 Belmont Ave., Chicago, Ill.

## RCA



**PERSONAL RADIO**—A new camera size portable radio housed in a black metal case, 8 1/4 x 3 1/2 x 2 1/8 inches and weighs 4 lbs. Uses 2 batteries and contains 4 miniature tubes. Comes equipped with long strap for over-the-shoulder carrying. \$20.00 complete with batteries.



**MODEL 18T**—New table type radio with large slide rule dial, new styled pushbuttons, tone 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 17 1/2 inches, width 17 1/2 inches, depth 10 inches. RCA Mfg. Co., Camden, N. J.

## ANDREA

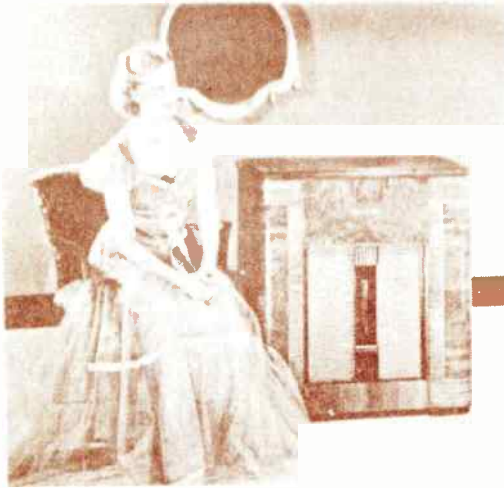
**PORTABLE RECORDER**—Model RG 30 has five tubes, luggage case design. Utilizes 6U5 visual recording indicator and a 6 1/2-inch speaker. Plays 12 or 16-inch standard records with cover closed. Records 6 to 16-inch size discs. Microphone and amplifier can be led to speaker for small P.A. use. List \$79.95. Andrea Radio Corp., 48-20 48th Ave., Woodside, L. I., N. Y.



CONSOLE COMBINATIONS LIKE THESE already sweeten  
the winter market and are booked for their 1940 counterparts.

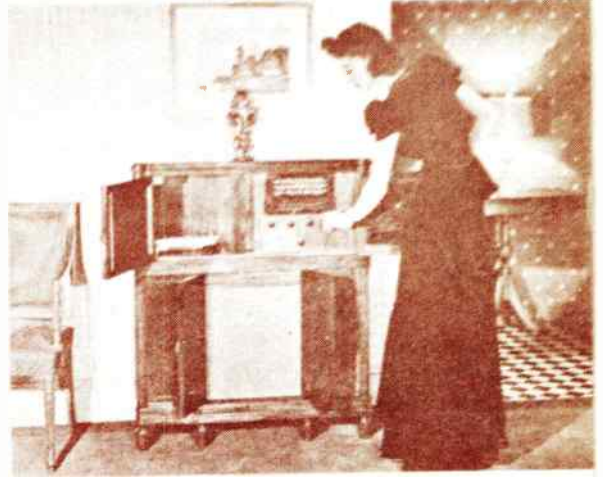
FARNSWORTH

7



PCA VICTOR

4



PHILCO

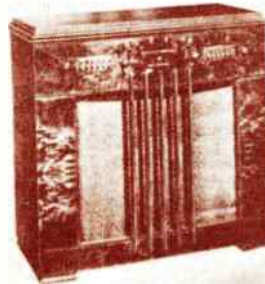
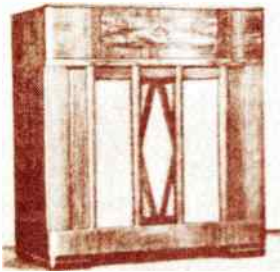
508

STROMBERG-CARLSON 460 PF

STEWART-WARNER 01609 AC

EMERSON

08 2



ANSLEY

Core 1

HOWARD

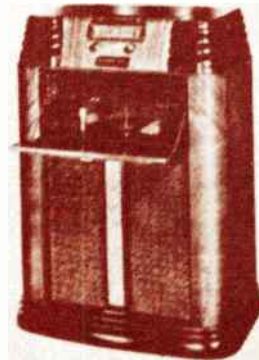
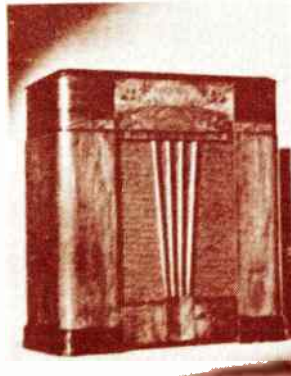
3 B APC

MAJESTIC

2C60 P

PADA

64



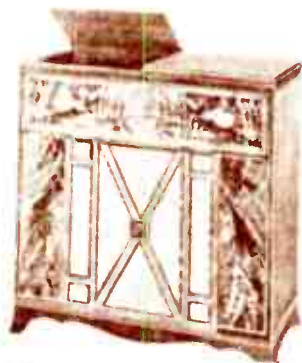


# ... or Roll Your Own



HENDEL

988



PLAZA

987



DEWITT WHITES

274



FEDERAL

326



ADMIRAL

222 B



FARNWORTH

845 B2



AUTOMATIC

Radio 200



DEWALD

907

BELMONT

797

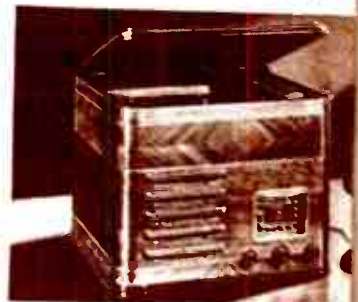


REMLER

471

FADA

RE197



CROSLY

33 B

EMERSON

304

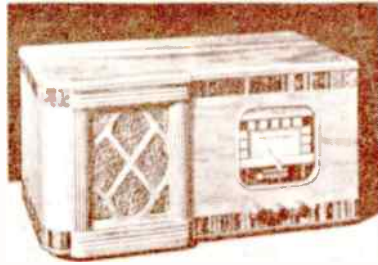


1940

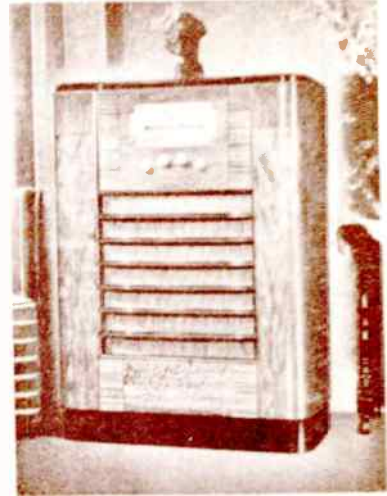




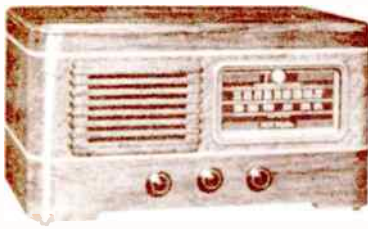
PLOT 131 \$89.50



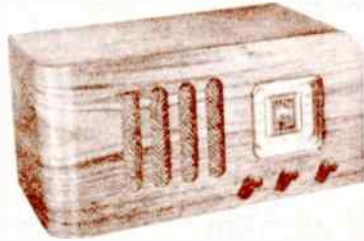
MOTOROLA 40BW \$19.95\*



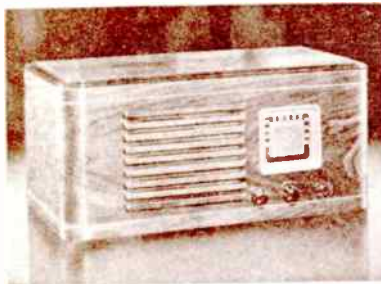
G.E. JB525



RCA VICTOR 14BT2 \$29.95†



FADA 144MT \$19.95\*



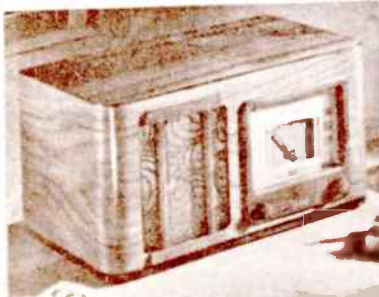
CROSLEY 43B\* \$29.95



STEWART WARNER 4DI \$19.95\*



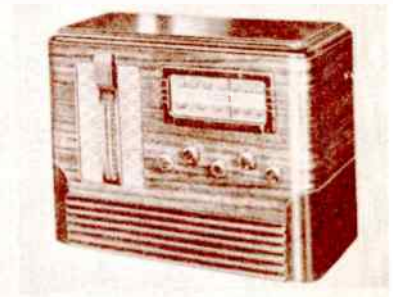
ANDREA 826 \$79.95



SONORA KZ111 \$19.95



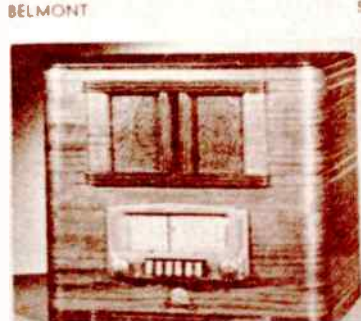
SETCHELL-CARLSON 4130 \$37.50



SENTINEL 243T \$29.95



MAJESTIC TOBIA \$24.95



BELMONT 509



FARNSWORTH BT57 \$26.95

1940



***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

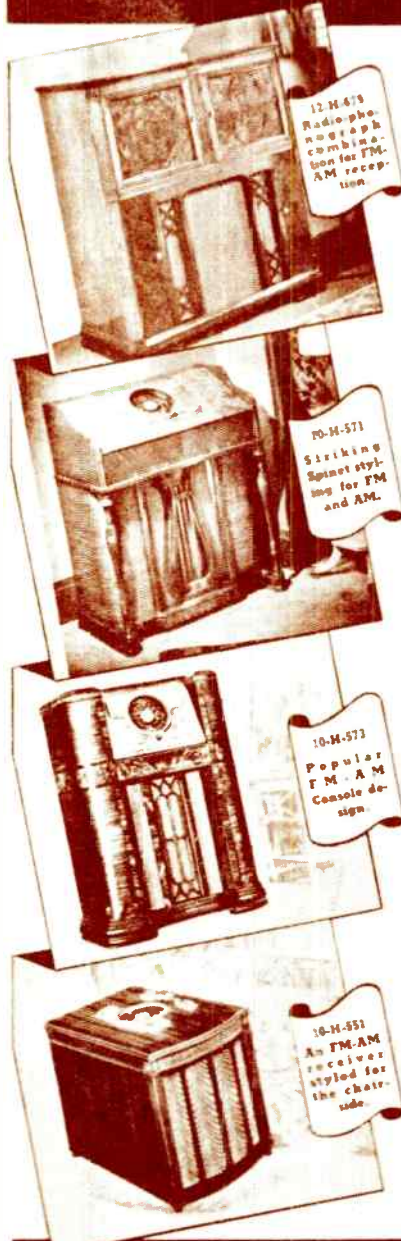
*United Press International*





# ONLY ZENITH HAS THIS!

## Extraordinary List OF SUPERIOR FREQUENCY MODULATION FEATURES



- 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 assure freedom from image response.
- 4 Zenith Triple Built-In Antenna Equipment—with special separate aerial for F.M. reception, standard broadcast and short wave.
- 5 Zenith Double Limiter—insurable shield of outside noise.
- 6 Zenith Between Stations Silencer—quiet—over between stations.
- 7 Zenith Discriminator—insures accurate watchman. Lets F.M. penetrateable interference 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—five hundred per cent greater amplification than usual tubes.
- 10 Greater Sensitivity—again on F.M. as always 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**

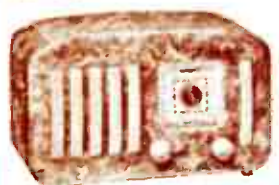
*(except two crowd-stopping price leaders. Prices slightly higher in South and West)*



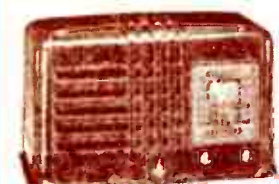
34 Table Models \$9.95 - \$59.95



**MODEL 336.** Superbberedone 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

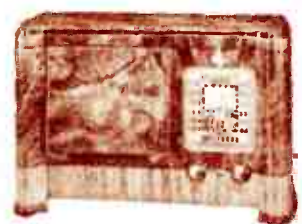


**MODEL 343.** Super-Loop Day and Night Foreign-American Short Wave Bands. Tone Control. Beam Power Output. 6" Dynamic Speaker. . . . . \$19.95

3 Console Radios \$49.95 - \$99.95

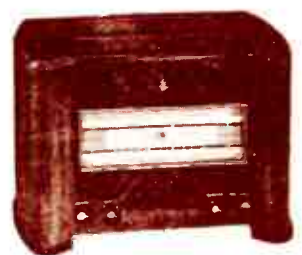


**MODEL 368.** Super-Loop. Foreign-American Short Wave. Automatic Tuning. Beam Power 5 Watts Output. Tone Control. 12" Speaker. Hand Rubbed Walnut. . . \$49.95



**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. 2-gang condenser. Tone and Volume Control Indicators on Dial. Super-sensitive Connection for 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.** 10 Watts Output, 5-tube AC, plus Electron Ray Tuning, 12" heavy duty Speaker, Georgian Period Cabinet. **\$199.95**

**NEW 1941 FEATURE!**

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 5 pounds. Amazing power and sensitivity. Unique power hookup and B-Battery Saver Switch increases life three-fold. 4 Tubes + 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 Aerocloth Cabinet. **\$29.95 complete.**

- 3 Console Phonoradios . . . \$99.95—\$199.95
- 2 Record Players . . . \$19.95—\$29.95



**Model 370. AUTOMATIC 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 \$9.95—\$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 . . . . . **\$59.95 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.**





# 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: \$34.95**



### 3-WAY PORTABLE

Versatile, compact, splendid tone, streamlined, rugged construction.

**MODEL NO. 565**  
**LIST: \$24.95**

### THE DEWALD "JEWEL"

5 supremely gorgeous superhet 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.

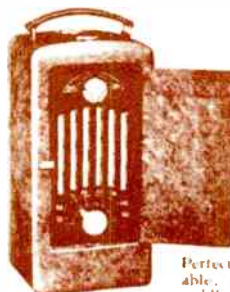
**MODEL NO. 670**  
**LIST: \$33.50**



### 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**

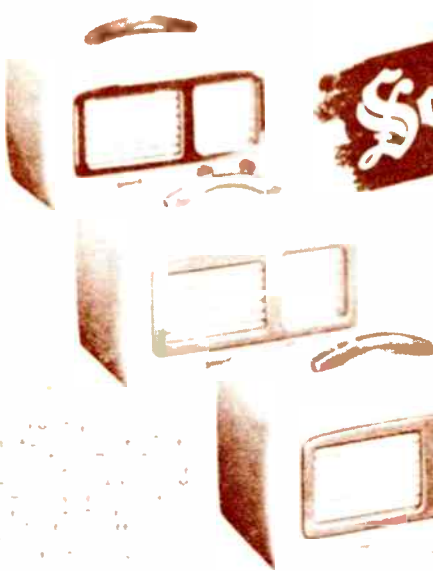
**Write TODAY for catalog  
and full details.**

**DEWALD RADIO MANUFACTURING CORP.**

436-440 LAFAYETTE STREET, NEW YORK CITY

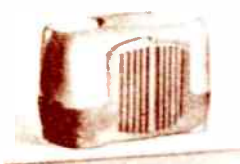
# DEWALD

# Sonora - ALL SET FOR '41!



SONORA is the most popular radio in America today. It is the radio that has made the difference between a good radio and a great one. It is the radio that has made the difference between a good radio and a great one. It is the radio that has made the difference between a good radio and a great one.

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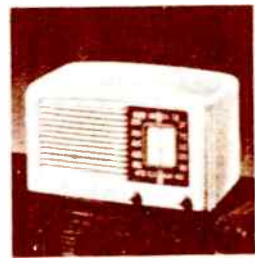
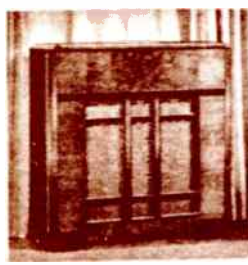
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SONORA is the most popular radio in America today. It is the radio that has made the difference between a good radio and a great one. It is the radio that has made the difference between a good radio and a great one.

## ★ ★ JOBBER'S . . WRITE FOR COMPLETE DETAILS . .

Send for SONORA's impressive 1941 brochure—Listen America—that lists features and describes the 1941 Clear as a Bell complete home entertainment set. And write for the new SONORA color of describing the only successful jobber plan for profitable Radio Selling—the sign Radio Merchandise Merchandising.



SONORA is the most popular radio in America today. It is the radio that has made the difference between a good radio and a great one. It is the radio that has made the difference between a good radio and a great one.

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# ★ ★ SONORA RADIO & TELEVISION CORP. 2626 WASHINGTON BLVD. CHICAGO, ILLINOIS





*Nationally advertised to  
33,500,000 Christmas Readers*

IN THE GREATEST CHRISTMAS PROMOTION  
IN GENERAL ELECTRIC RADIO HISTORY

RADIOFORTE  
MODEL C-95

RADIOGRANDE  
MODEL G-76

TABLE MODEL  
MODEL G-53

*For the Practical Person  
with a Sentimental Side!*

GET SET FOR TREMENDOUS G-E  
RADIO CHRISTMAS BUSINESS

**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.

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!

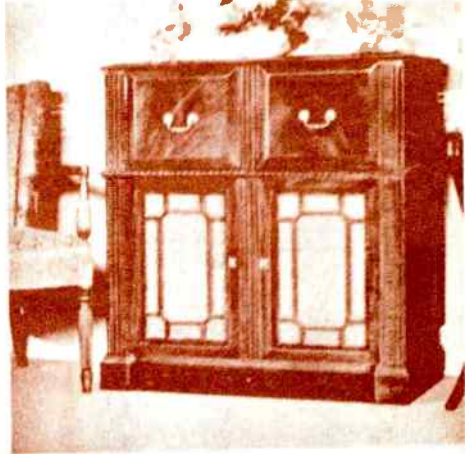
Get in touch with your G-E Radio distributor without delay.

**GENERAL  ELECTRIC**

 **RADIO**

**TODAY  
SMART SALESMEN  
SAY:**

*THE RADIO THAT  
MAKES IT FUN TO  
STAY AT HOME AND  
SAVE YOUR MONEY*



**MODEL LFC-1228 with FM**

De luxe automatic record changer. Motor stops at conclusion of last record. Three built-in Beam-tubes receive FM. Standard Broadcasts and Foreign short-wave. Dual cascade limiters for noise-free FM. Inter-station silencer. Dynamic speaker with acoustic tone chamber. Three gang tone denser. 12 tubes including rectifier. Figured mahogany veneer. About



**MODEL LC-758**

Automatic record changer with lightweight tone arm. Built-in Beam-tubes receive FM. Standard Broadcasts and Foreign short-wave. Standard Broadcasts plus Police Band. Dynamic speaker. Broad-band R.F. stage with Hi Mu tube. Feather touch tuning with built-in 4.5 airm settings. 12 tubes including rectifier. Smartly styled American walnut veneer cabinet.



**MODEL LC-619**

Automatic record changer with lightweight tone arm. Built-in Beam-tubes receive Standard Broadcasts and Foreign short-wave. Feather-touch tuning with differential station settings. Dynamic speaker. Broad-band R.F. stage with Hi Mu tube. 6 tubes including rectifier. Cabinet in two-tone walnut veneers.



**MODEL LC-648**

Automatic record changer with lightweight tone arm. Built-in Beam-tube receiver. Standard Broadcasts plus Police Band. Dynamic speaker. Broad-band R.F. stage with Hi Mu tube. 6 tubes including rectifier. 18th Century Period styling in two-tone walnut veneers.



**MODEL LC-638**

Plays 10 inch or 12 inch records with Rd closed. Built-in Beam-tube receiver. Standard Broadcasts. Dynamic speaker. Broad-band R.F. stage. 6 tubes including rectifier. American walnut veneer cabinet.

Model LC-638 with Underwriter approval



**MODEL LC-658**

Table radio-photograph with automatic record changer. Long life. (Variable) needle. Built-in Beam-tube receiver. Standard Broadcasts. Mirrored glass illuminated dial. 6 tubes including rectifier. Cabinet in mahogany veneer.

Model LC-658 with Underwriter approval



# ARVIN

TO RETAIL FOR

**\$6.95**  
TO \$29.95



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.

● *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.

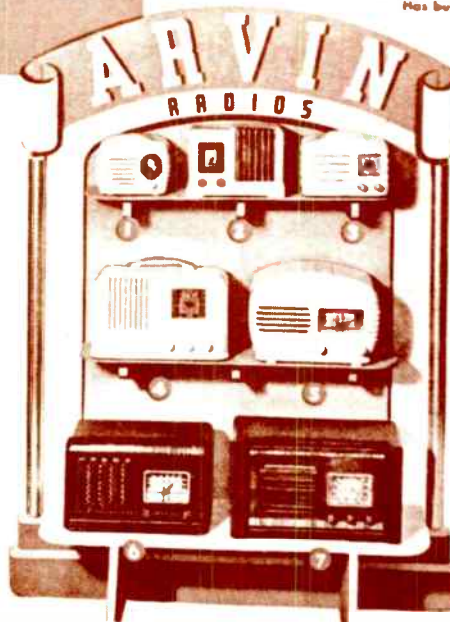


**2** Most glamorous radio you've seen — is Catalin, the jewel of plastics. 5-tube AC-DC performance matches its jewel-like beauty. Has built-in loop.

MODEL 532A with extra coils, extra grille and handle.

**\$14.95**

MODEL 532 with complete case, extra grille and handle at same price.



**3** MODEL 522A—\$18.95. A 5-tube superhet with extra flash unbreakable cabinet and built-in loop. Model 522 brown, \$9.95.

**4** MODEL 722A—\$19.95. A 6-tube superhet in rare plastic cabinet with built-in loop and carrying handle. Model 722 walnut, \$16.95.

**5** MODEL 622A—\$14.95. A 4-tube 3-tube superhet in rare plastic cabinet with built-in loop. Model 622 walnut, \$13.95.

**6** MODEL 622—\$17.95. A big 5-tube superhet in walnut wood cabinet with built-in loop.

**7** MODEL 722—\$24.95. A powerful 6-tube superhet in walnut wood cabinet with built-in loop.

**FREE** This free floor display with an order for one each of six Arvin models... Ask jobber.

**ARVIN - The Fast-selling Low-priced Line Every Dealer Needs**







# Big "SURPRISE PACKAGE"

NEVER BEFORE A TWO BAND  
AT THIS SENSATIONAL

5 TUBE AC-DC  
with AEROSCOPE  
Model 44-J5 Ebony Plastic  
Model 45-J5 Ivory Finish

# \$9.95



CONTI

1941



# TOPS Admiral '41 LINE!

AND PLASTIC  
VAL PRICE!!

West, South and Rural \$1295

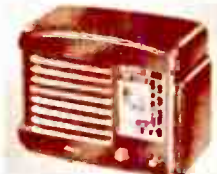


Equipped with R. C. A Preferred Type Tubes

See Your Jobber for Full Details  
**MENTAL RADIO & TELEVISION CORP.**  
3100 N. CORTLAND STREET, CHICAGO, ILL.  
Export Office: 116 Broad Street, N. Y.



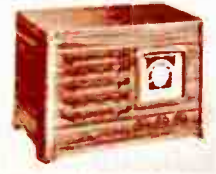
15-F1  
16-F5



18-B  
14-B



50-155  
61-155



47-155



49-16  
49-16



50-16



51-K6  
52-K6



53-K6



55-A7



56-A77



63-A11



54-X155



57-27



58-A11  
58-B11



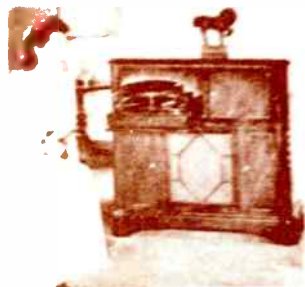
59-A11  
59-B11



**RCA** MAGNAVOX console radio model 445 has 4 tubes for ac or battery operation. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.



**MAGNAVOX**



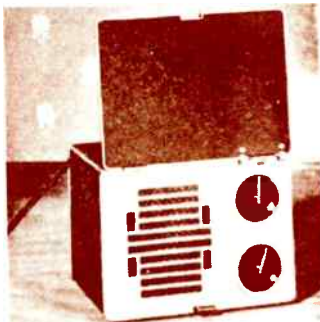
**RCA** CONSOLE COMBINATION record cabinet has automatic record changer with 100 watt speaker. Features 500 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.



**MAGNAVOX** RECORD CABINET model 416 has 4 tubes for ac or battery operation. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.



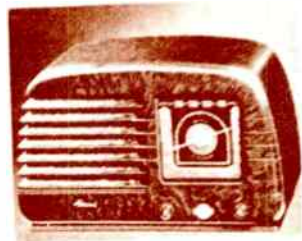
**SONORA** PLASTIC COMPACT RADIO model 5101 has 1 tube for ac or battery operation. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.



**MOTOROLA 3A5** PERSONAL PORTABLE radio has 1 tube for ac or battery operation. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.

**OLYMPIC** 1WAY PORTABLE model 87-54 operates on ac or battery. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.

*New*



**ADMIRAL** 44, FARM RADIO model 5-ES has 4 tubes for ac or battery operation. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.



**ADMIRAL** BAKELITE PORTABLE radio, model 76-PS operates on ac-dc and battery. Features 500 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor, 100 watt speaker, 100 watt amplifier, two speed motor.



**PHILCO** 1WAY PORTABLE radio model 854-T provides for short wave reception in addition to the standard American broadcast band. Cabinet trimmed with solid walnut has roll top beaver-graining panel that can be opened or closed. Features noise-reducing converter tube and two I-F stages. 7 tube circuit now simulated coil dial with foreign stations to be named by countries or cities. Price Radio & Tele Corp. Philadelphia Pa.

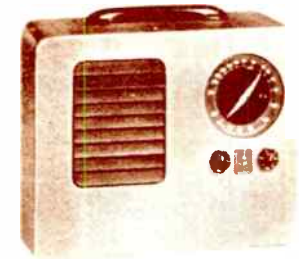


# Products . . .

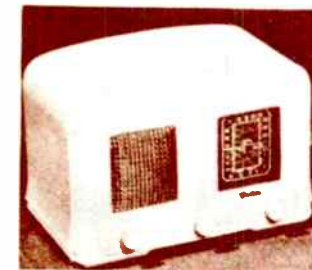


**SENTINEL** TABLETYPE radio, model 219, has 5-tube ac-dc and rectifier tube set with 5 inch speaker, tunes 540 to 1710. Cabinet is ivory plastic measures 14 x 8 1/2 high and 8 1/2 inches deep. List price \$9.95. Available in "walk-up price" for \$8.95. Sentinal Radio Corp., 2020 Ridge Blvd., Evanston, Ill.

**WESTINGHOUSE** TABLETYPE radio, model 219, has 5-tube ac-dc and rectifier tube set with 5 inch speaker, tunes 540 to 1710. Cabinet is ivory plastic measures 14 x 8 1/2 high and 8 1/2 inches deep. List price \$9.95. Available in "walk-up price" for \$8.95. Sentinal Radio Corp., 2020 Ridge Blvd., Evanston, Ill.



**EMERSON** 3-WAY PORTABLE radio, model 942, has 5-tube ac-dc and battery operation. Housed in two-tone simulated leather with face front and dark tan frame. 5-tube superhet for tunes 3-gang tuning condenser and tuning stand and American broadcast. List price \$9.95. Complete.



**ELECTROMATIC** TABLETYPE radio, model 26, is especially designed for world-wide coverage which is obtained by spread of the short-wave band from 12 to 49 meters. Housed in an ivory plastic. Model 26 has 6 tubes, and covers two bands. Electromatic Distributors, Inc., 88 University Pl., New York, N. Y.



**EMERSON** PHONORADIO, model 423, 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. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.

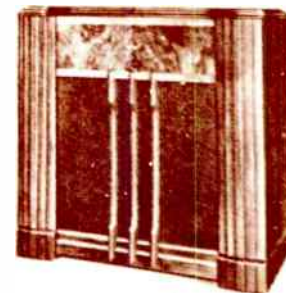
**DETROLA** 3-WAY PORTABLE radio, model 383, has 5 tubes and operates on ac-dc or battery. Tunes 540 to 1600. Complete wood cabinet with covering of neoprene. Lots of hours of use. Measures 7 1/2 high, 11 1/2 wide and 5 1/2 inches deep. Weight 2 lbs. List price \$9.95. Detroit Corp., 501 Beard Ave., Detroit, Mich.



**HOWARD** 5-TUBE PORTABLE radio, model 100, has 5-tube ac-dc and battery operation. Housed in two-tone simulated leather with face front and dark tan frame. 5-tube superhet for tunes 3-gang tuning condenser and tuning stand and American broadcast. List price \$9.95. Complete.



**MITCHELL** LAMP-RADIO combination, new Lumitone table type, has 5-tube ac-dc and battery operation. Housed in cream colored bakelite with a gold base in which the radio dial is mounted. Shade is of celanese taffeta 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., 1550 Dayton St., Chicago, Ill.



**CROSLY** RECORDOLA, model 2842, is a combination radio-phonograph and record player. Complete with 8-tube ac-dc and battery operation. Housed in two-tone simulated leather with face front and dark tan frame. 8-tube superhet for tunes 3-gang tuning condenser and tuning stand and American broadcast. List price \$29.95. Complete.



**EMERSON** TABLE TYPE radio model 1500 features a built-in speaker and a 500-watt output. It is a 6-tube set with a push-button tuner and a 10-inch speaker. List price \$19.95.



**EMERSON** TABLE TYPE PHONORADIO model 1500 features a built-in speaker and a 500-watt output. It is a 6-tube set with a push-button tuner and a 10-inch speaker. List price \$19.95.



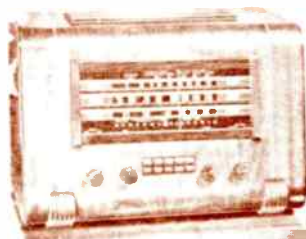
**MOTOROLA** CONSOLE COMBINATION radio and automatic phonograph model 11521 has the new pull-out Roll-A-Way drawer for the phonograph mechanism. The drawer pulls in and out of the console chassis at the merest touch due to its Feather Touch ball-bearing gliders. Features 2 bands standard and foreign and is equipped with 5 pushbuttons.

**MOTOROLA**

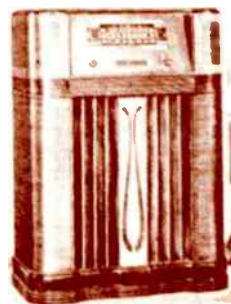
TABLE TYPE radio model 1500 features a built-in speaker and a 500-watt output. It is a 6-tube set with a push-button tuner and a 10-inch speaker. List price \$19.95.



**G-E** TABLE TYPE radio model L740 is a 6-tube set with a built-in speaker and a 500-watt output. It is a 6-tube set with a push-button tuner and a 10-inch speaker. List price \$19.95.



**G-E** CONSOLE model L96 is a 6-tube receiver. It is 40 inches high and has a tuning control panel. It also has standard police and shortwave bands. Features two built-in beam-antennas for long and short wave reception, 14-inch speaker, 6 electric pushbuttons and a 50-watt maximum power output. General Electric Co., Bridgeport, Conn.



*New*



**ADMIRAL** COMPACT model 4202-B6 is a 6-tube ac/dc set that receives the standard American broadcast band. Ivory panel cabinet measures 11 1/2 inches high and 6 1/2 inches deep. List price \$19.95.



**ADMIRAL** AUTOMATIC RECORD CHANGER with 3-tube amplifier has self-starting 110-volt 60-cycle ac motor. Model 4209-A3 (illustrated) plays twelve 10-inch and ten 12-inch records. Walnut cabinet measures 16 1/2 inches high, 15 1/2 inches deep. Equipped with Admiral lifetime needle. List price \$37.95.



**ADMIRAL** CONSOLE COMBINATION model 4207 A10, equipped with "Slide-A-Way" automatic record changer, plays twelve 10-inch and ten 12-inch records. 10-tube ac superhet, receives standard, shortwave and police bands, has 5 station pushbuttons, new triple-tuned R.F. converter circuit. Walnut cabinet provides space for record albums. List price \$139.95. Model 4207 B10, 10 tubes, also available for \$144.95. Continental Radio & Tele. Corp., 3000 Cortland St., Chicago, Ill.



# Products...

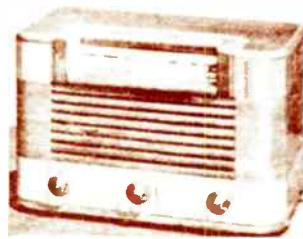


**PILOT TP-32** The Pilot TP-32 is a portable radio with a carrying case. It features a 5-tube design, including a 6X4 diode and 816A speaker. It is available in two models: a standard model for \$29.50 and a deluxe model for \$34.50. Pilot Radio Co., 17th St., New York, N. Y.

**RADIOLA 515** The Radiola 515 is a portable radio with a carrying case. It features a 5-tube design, including a 6X4 diode and 816A speaker. It is available in two models: a standard model for \$29.50 and a deluxe model for \$34.50. Radiola Corp., 17th St., New York, N. Y.



**G. E. J-501W** The G. E. J-501W is a portable radio with a carrying case. It features a 5-tube design, including a 6X4 diode and 816A speaker. It is available in two models: a standard model for \$29.50 and a deluxe model for \$34.50. General Electric, 17th St., New York, N. Y.



**SENTINEL 238-V** The Sentinel 238-V is a portable radio with a carrying case. It features a 5-tube design, including a 6X4 diode and 816A speaker. It is available in two models: a standard model for \$29.50 and a deluxe model for \$34.50. Sentinel Radio Co., 17th St., New York, N. Y.



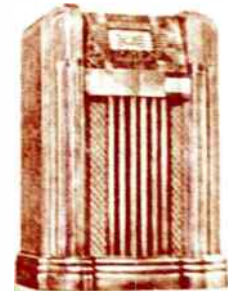
**PHILCO 844-T** The Philco 844-T is a portable radio with a carrying case. It features a 5-tube design, including a 6X4 diode and 816A speaker. It is available in two models: a standard model for \$29.50 and a deluxe model for \$34.50. Philco Radio & Tele. Corp., Philadelphia, Pa.



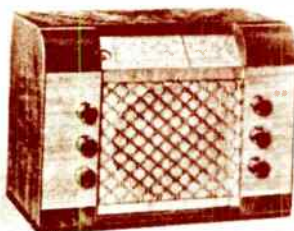
**FREED-EISEMANN** Console. Hepplewhite cabinet. Model FM-42. This 6-tube radio makes available FM and regular broadcasting together with an automatic phonograph playing 10 and 12 inch records. Comes in mahogany or walnut. Freed Radio Corp., 39 West 19 St., New York, N. Y.



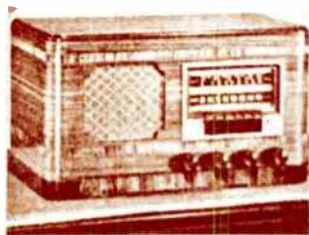
**WESTINGHOUSE WR-12x7** This table type tube a. c. radio is a 5-tube design with 2 bands, 6 pushbuttons, and 5 inch speaker. Eastern list price \$29.95. Westinghouse Radio Headquarters, 150 Varck St., New York, N. Y.



**PHILCO 625-P** The Philco 625-P is a console radio with a carrying case. It features a 5-tube design, including a 6X4 diode and 816A speaker. It is available in two models: a standard model for \$29.50 and a deluxe model for \$34.50. Philco Radio & Tele. Corp., Philadelphia, Pa.



**HOWARD 780** A home receiver designed especially for DX hound and short wave listeners. Tunes from 13 to 555 meters (540 kc. to 22 mc.). 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, r-f. stages on all bands. Howard Radio Co., 1731 Belmont Ave. Chicago, Ill.



**FARNSWORTH BK-87** An 18th Century cabinet radio phonograph combination console. Has 8 tubes and two bands from 540 to 1620 kc. and 5.8 to 18.1 mc. six pushbuttons, 12-inch speaker. Phonograph plays automatic 7 fourteen 10-inch or ten 12-inch records. Provides for a record album compartment. Farnsworth Tele. & Radio Corp., Ft. Wayne, Indiana.

# CHRISTMAS Gifts Preferred

SETCHELL CARLSON

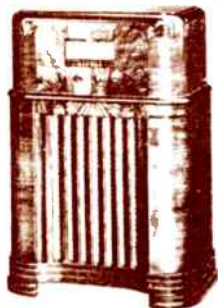


**FARNSWORTH CI 59**

Compact, portable, and rugged, this radio is a perfect gift for the traveler. It features a carrying case and is powered by six D-cells. The price is \$29.95.

**HOWARD 718 C**

Table-top radio with a carrying case. Features a 5-tube design and a 5-inch speaker. Price: \$39.95.



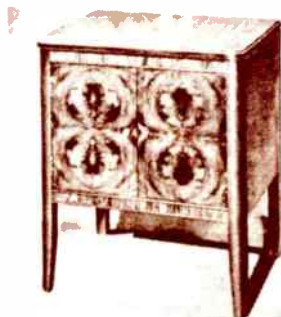
**CROSLY 3386**

Table-top radio with a carrying case. Features a 5-tube design and a 5-inch speaker. Price: \$39.95.



**STROMBERG-CARLSON 600 H**

Table-top radio with a carrying case. Features a 5-tube design and a 5-inch speaker. Price: \$29.95.



**ADMIRAL 102**

Record cabinet, a deluxe style has room for eight records. Comes complete with one 12-inch and four 10-inch records. Price: \$29.95.

*New*



**G-E POCKETBOOK PORTABLE** model LB-600. Features a carrying case and is powered by six D-cells. Price: \$29.95.



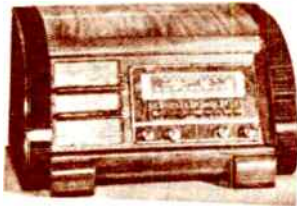
**G-E TABLETYPE COMBINATION** model LC-658. Features a carrying case and is powered by six D-cells. Price: \$39.95.



**RCA COMPACT TABLE COMBINATION** model V-135. Features a carrying case and is powered by six D-cells. Price: \$39.95.



# Products...



**PHILCO** FM TABLE MODEL receives the standard FM and short wave bands. Has 8 tubes. Two built-in antennas. Equipped with 9 controls for station tuning and band switching. Auto button turns radio on. Improved electronic dynamic 8 inch speaker. Cabinet of sliced and solid walnut woods measures 11 1/2 inches high, 20 inches wide and 13 inches deep. Model 355-T, illustrated. List price \$57.50.

**MOTOROLA** SERIES 5... with a... cabinet decorated with gold... and... ivory knobs... Three different... combinations... ivory and brown and ivory... tube ac dc superhet radio... measures... 6 1/2 inches high and 5 1/4 inches deep.



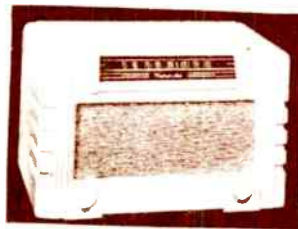
**MOTOROLA** TABLE-TYPE radio in ivory finished cabinet measures 13 1/2 inches wide, 8 1/4 inches high and 7 inches deep. Model 51-10, illustrated. Has 5 tubes, large electro-dynamic speaker and built-in Aero-Vane loop antenna. Galvin Mfg. Co., 4545 Augusta Blvd. Chicago, Illinois.



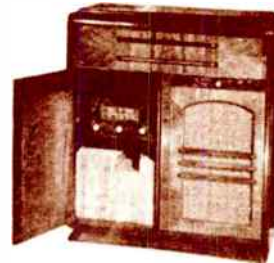
**STROMBERG-CARLSON** FM CONSOLE COMBINATION is shown as the Autograph Model. Has an automatic record changer Model 935 PL, illustrated, receives FM, AM and short wave bands. Has 16 tubes. 10 1/2 inch speaker, two built-in antennas. Plays 10 or 12-inch records. Has pushbutton tuning with automatic range shift on 8 stations, either AM or FM. Walnut Maplewhite cabinet measures 36 inches high, 37 1/2 inches wide, and 17 9/16 inches deep. List price \$369.00. Stromberg-Carlson Val Mfg. Co., 100 Carlton Rd., Rochester, N. Y.



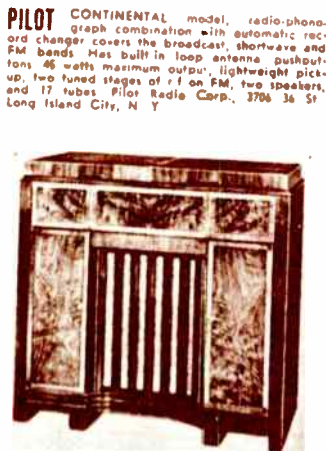
**PHILCO** FM CONSOLE COMBINATION model... has the charm of Maplewhite... piano... or built walnut veneers... Has 10 tubes... 10 inch records... automatic... FM aerial... Push-button... for 5 stations... Covers three... Philco Radio & Television Corp., Philadelphia, Pa.



**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... Has automatic record changer... Provides space for albums... Has 12-inch speaker... Features the fit-front tuning panel... Wilcox-Gay Corp., Charlotette, Mich.



**EMERSON** PORTABLE ELECTRIC PHONO... model 434, with 3 tube... power unit has 8 1/2 inch speaker, self-starting... speed motor... Finished cabinet in... resound saddle coil simulated leather... measures 7 inches high, 17 1/2 inches wide, 10 1/2 inches deep... List price \$24.95. Emerson Radio & Phonograph Co., 111 Eighth Ave., New York, 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 41 1/2 inches high, 30 inches wide, and 17 1/2 inches deep. The Crosley Corp., 2401 Colorado Ave., Cincinnati, Ohio.

**PILOT** CONTINENTAL model, radio-phonograph combination with automatic record changer covers the broadcast, shortwave and FM bands. Has built-in loop antenna pushout. 46 watts maximum output, lightweight pickup, two tuned stages of r-f on FM, two speakers, and 17 tubes. Pilot Radio Corp., 3706 36 St. Long Island City, N. Y.



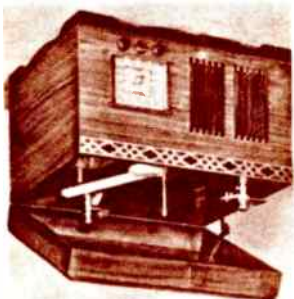
**ANSLEY** ORGAN SYMPHONY is an 8-tube phonograph radio and standard broadcast band. It has 12 inch or more 12-inch records. The top of the cabinet of leathered cloth covers with four gold-plated knobs. Dimensions are 17 1/2 inch high, 12 1/2 inch wide and 12 1/2 inch deep. The instrument panel is located in the lower-left-hand corner. The price is \$179.50 as operated by Radio Shack Corp., 6175 Bunn Road, New York, N. Y.



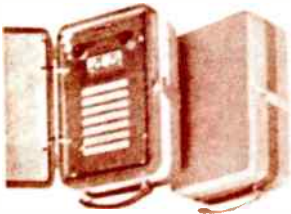
**FADA** PERSONAL PORTABLE radio, model C24, is a 3-way receiver operating on ac-dc broadcast, Compact disk speaker, 4-watt or battery. It has 5 tubes and covers American 9 inch, 8 inch and 4 inch deep. Weights 6 lbs. Housed in a black leatherette case. Set complete with battery. Fada Radio & Electric Co., Inc., 2220 Thompson Ave. Long Island City, N. Y.



**SAROD** AUTOMATIC COMBINATION radio and phonograph, model 7112, is housed in mahogany veneer, ported design cabinet. It has 7 tubes, with push-button tuning and is equipped with speaker, phonograph and 10 and 12-inch records. Informal. List price \$49.95. Gared Radio Corp., 78 Washington St., Brooklyn, N. Y.



**SAROD** PORTABLE radio and phonograph, model 7112, is a 3-way portable operating on ac-dc broadcast. It has 7 tubes, with push-button tuning and is equipped with speaker, phonograph and 10 and 12-inch records. Informal. List price \$49.95.



**EMERSON** PORTABLE PHONADIO, model 382, is a 5-tube ac superheterodyne. It has 5 tubes and covers American broadcast and police. Comes with 5 inch speaker. It has 10 and 12-inch records. Simulated leather portable case. Informal. List price \$39.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave. New York, N. Y.

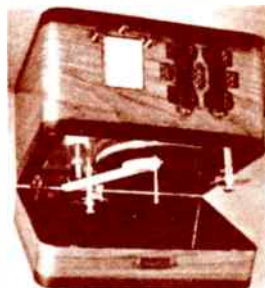


**EMERSON** 3-way portable radio, model 382, is a 5-tube ac superheterodyne. It has 5 tubes and covers American broadcast and police. Comes with 5 inch speaker. It has 10 and 12-inch records. Simulated leather portable case. Informal. List price \$39.95.

**ARVIN** COMPACT TABLE-TYPE radio, model 71, covers broadcast, 4-watt, 8-watt, and 12-watt. It has 5 tubes and covers American broadcast and police. Comes with 5 inch speaker. It has 10 and 12-inch records. Simulated leather portable case. Informal. List price \$39.95. Arvin Radio & Phonograph Corp., 111 Eighth Ave. New York, N. Y.



**DETROLA** COMPACT COMBINATION radio and phonograph, model 381, is a 5-tube superheterodyne standard broadcast band. It has 5 tubes and covers American broadcast and police. Comes with 5 inch speaker. It has 10 and 12-inch records. Simulated leather portable case. Informal. List price \$39.95. Detrola Radio & Phonograph Corp., 111 Eighth Ave. New York, N. Y.



**DETROLA** PORTABLE radio and phonograph, model 381, is a 5-tube superheterodyne standard broadcast band. It has 5 tubes and covers American broadcast and police. Comes with 5 inch speaker. It has 10 and 12-inch records. Simulated leather portable case. Informal. List price \$39.95. Detrola Radio & Phonograph Corp., 111 Eighth Ave. New York, N. Y.





***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

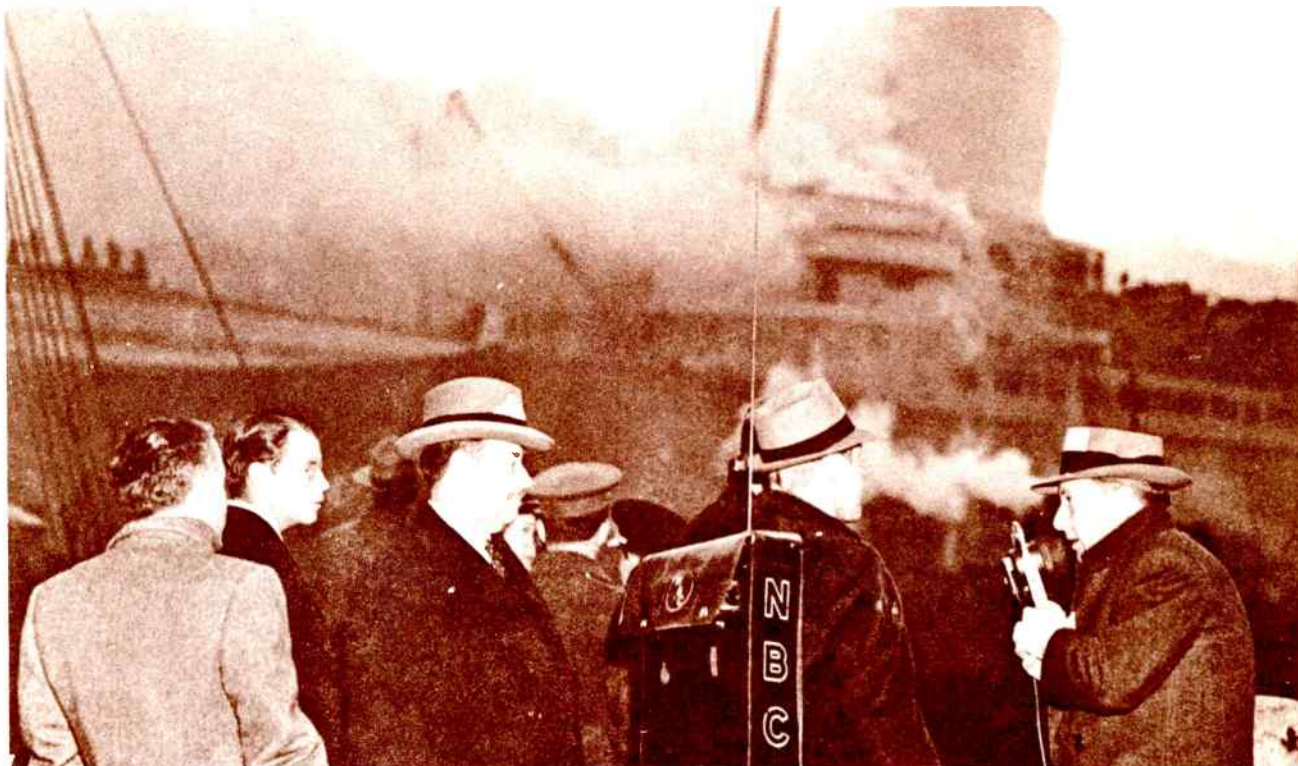
*Mrs. Miniver*

*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!

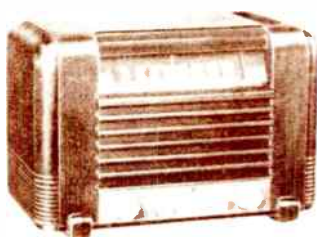
Here is a line that is sure to pace the table model field!

Every model has eye appeal! And every one is a star performer!

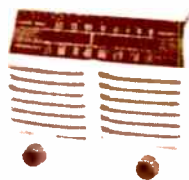
Investigate! Get in touch today with the G E Radio distributor. General Electric Company, Bridgeport, Conn.



**MODEL L-610**—In smartly styled cabinet of ivory plastic. Retails for \$19.95.



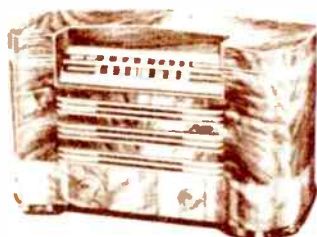
**MODEL L-604**—In lovely cabinet of two-toned walnut veneers. Retails for \$21.95.



**MODEL L-624**—Two band set with cabinet of sparkling ivory plastic. Retails for \$21.95\*.



**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 beam-a-Scopes. Cabinet of beautiful moulded walnut veneers. Hand-rubbed piano finish. Retails for \$39.95\*.



**MODEL L-740**—De Luxe model. Finer tone—more power. Cabinet of walnut and mahogany veneers. Straight A.C. Retails for \$51.95\*.

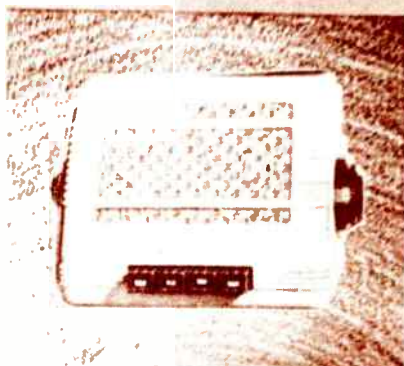
\*All prices subject to change without notice and may vary in different localities. General Electric Company, Bridgeport, Connecticut.

**NEW Line!**



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.

**\$6.99**



**MARKET**

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 \$89.95

**YOU'RE There WITH A**

**CROSLLEY**

**THE CROSLLEY RADIO CORPORATION, CINCINNATI**  
 POWEL CROSLLEY, 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\***



# New Products



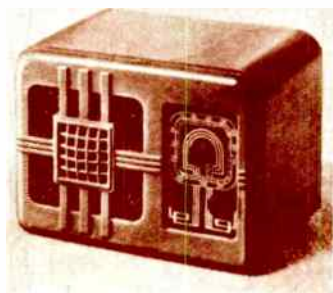
**SONORA LR 147** PORTABLE—This new portable radio set, with its own antenna, can be carried in a carrying case. It has a built-in speaker, a volume control, and a tuning dial. Price, \$24.95. Sonora Radio & Television Corp., 2626 W. Washington Blvd., Chicago, Ill.



**RCA VICTOR LA 100** PORTABLE—This new portable radio set, with its own antenna, can be carried in a carrying case. It has a built-in speaker, a volume control, and a tuning dial. Price, \$24.95. RCA Victor Co., Inc., 150 E. Ave. B, New York, N. Y.



**EMERSON MODEL 142** PORTABLE—This new portable radio set, with its own antenna, can be carried in a carrying case. It has a built-in speaker, a volume control, and a tuning dial. Price, \$24.95. Emerson Radio & Television Corp., 1036 W. Van Buren St., Chicago, Ill.

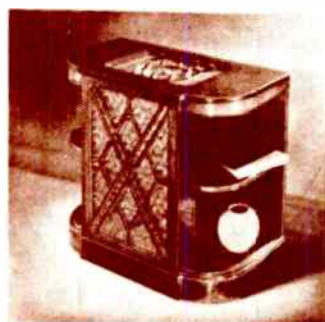


**TRAVLER LR**

A line of plastic radio sets in brown, black, ivory and mandarin red is announced by Travler Radio & Television Corp., 1036 W. Van Buren St., Chicago, Ill. 5 tube ac-dc chassis.



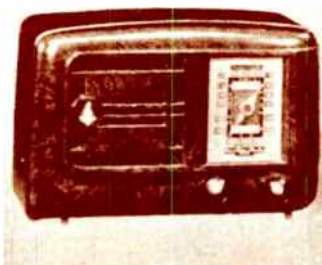
**MOTOROLA 9 TUBE FREQUENCY MODULATION** converter which provides FM reception when connected to a standard AM broadcast station. Circuit is only 9 tubes, 5 tube ac-dc chassis. Price, \$24.95. Motorola Radio & Television Corp., 1036 W. Van Buren St., Chicago, Ill.



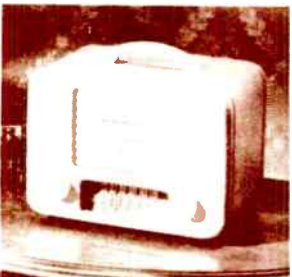
**ALLIED**

Convenient shelves on both sides of the armchair radio of the Allied Radio Corp. 833 W. Jackson Blvd., Chicago, Ill., accommodate books and decorative pieces. 7 tubes, 16-550 meters, automatic tuning of ten favorite stations, electric eye, full vision, illuminated airplane dial, arc double-antenna connection.

## EMERSON



**COMPACT**—Model 136 is an ac-dc, 5 tube superhet with enclosed loop. Has electro-dynamic speaker, beam power output, and walnut mottled baseplate cabinet. List price \$9.95.



**SONORA NEW STYLE** table model covered in gray sun-tinted leather fabric with incised gold leaf trim and wavy carrying handle. 5 tube AC-DC superhet, 16-550 kc. Built-in Sonora speaker loop. Clear vision stereo dial. Dynamic speaker. A.V.C. plastic trim knobs. Sonora Radio & Television Corp., 1036 W. Van Buren St., Chicago, Ill. 1942

# PORTABLE *Promotion*

## New 3-WAY Models

For use in car, home or office



CONYER

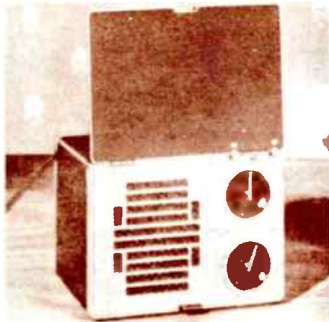


DEWITT



SENTE

2478



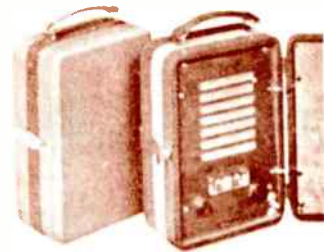
MOTOLA



3A5

DEWITT

564



GAROD

892



ADMVA

LEGS

FARNSWORTH



CT 59

FADA

C 34



PA 17



# New Radios



**PHILCO 300X**, an 8-tube console radio with built-in aerial system. Electric push button operation—9 buttons. Concert Grand balanced fold 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., Tieg & 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 6 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 Dickens Ave., Chicago, Ill.—RRT.

set. Has A.V.C. and variable tone control. Tunes 535 to 1720 kc.  $0\frac{1}{2}$  in. dynamic speaker. PT-208 for AC operation only. PTU208 for AC-DC. Pado Radio & Elec. Co., Inc., 30-29 Thomson Ave., L. I. City, N. Y.—RRT.



**STROMBERG-CARLSON ENGLISH REGENCY NO. 935-PR** in genuine mahogany, has 3 bands, standard, short-wave and FM. Full-floating labyrinth speaker system with carpinchae 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., 100 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 459. 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-Bent" Ingraham cabinet of walnut. Emerson Radio & Phon. 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 Magic 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

## *Complicated Disc Storage Problem*



GENERAL ELECTRIC L 678



ADMIRAL 45 \$49.95



COLUMBIA 45 \$49.95



CROSBY 254 \$49.95



HILCO 601P \$29.95



RCA VICTOR V 101 \$39.95 F.O.B.



EMERSON 382 \$29.95



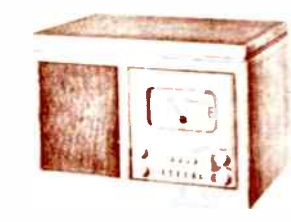
MOTOPLA 58FRC \$49.95



KRNSWORTH BK 69



STEWART WARNER 5V9



MAGNAVOX 31F \$79.50



DeWALD 669 \$34.95



HOWARD 307 TP \$54.95



BELMONT 533D



ANSLEY D10 A \$84.50



AUTOMATIC 141 \$22.95



PILOT PL67 \$49.95



PILOT TX42 \$99.50



MAJESTIC TP221 A \$34.95

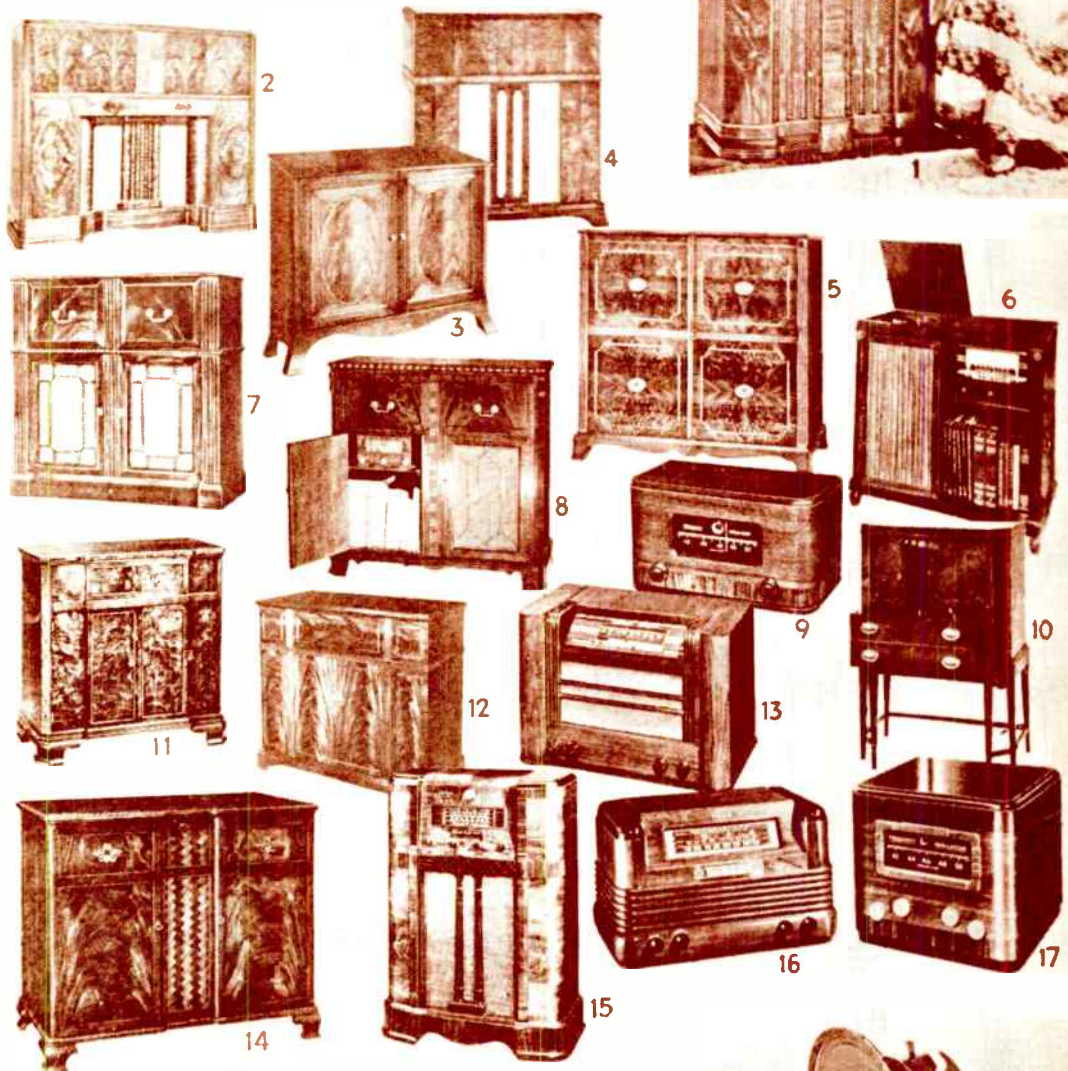


AIR KING 4129 \$19.95



# England

By W. CARL DORF



## VARIETY of Makes and Models

TYPICAL FM RECEIVERS—(1) Zenith 12H670 (2) Crosley 22CP (3) Ansley Coventry (4) Howard 718XFMA (5) Stromberg-Carlson "Autograph" (6) Musephonic Regency (7) General Electric LFC1228 (8) Wilcos-Gay A114 (9) Meissner (converter) (10) Brunswick 299FM (11) Farnsworth CK1112 (12) Philharmonic Regency (13) Pilot T301 (14) Freud-Eisenmann "Aristocrat" (15) Motorola 17FM41 (16) Philco 350T (17) Sentinel 270FM (converter) (18) Espey (chassis)

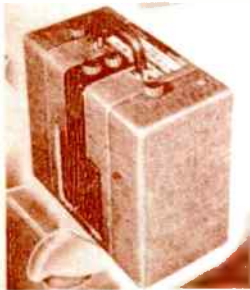


1942

# FLYING Radios



LEAD



SENTINEL

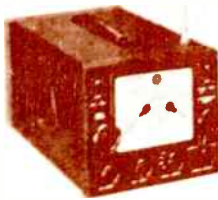


RCA

SETCHELL CARLSON

RME

MALLICRAFTERS



**P**ORTABLE radio pilots feel a special thrill in the quiet enjoyment of listening to these days' flying radio parties. Learning to use these pilots' flying radios is a simple matter. The reason is that fixed types have never been installed.

Learn special instructions for handling equipment for planes has had a lot to do in making sales success with a portable flying radio. Ground-bound broadcast pilots are familiar with the radio luggage case carrying radio.

RCA has just brought out a three new model that tunes CAA weather reports, local large courses airport control tower signals and standard broadcast programs as well. Listing at \$39.95 less batteries. Model A-100 works on its own built-in lamp or hook to a plane's antenna. Has a rubber mounted chassis incorporates a static eliminator.

Sentinel recommends Model 228 P tuning from 140 to 400 and from 530 to 1520 kc for both plane and boat charts. Offers six acid batteries unit at \$44.95 list with batteries. Built-in antenna signal filter, head phone jack.

Setchell Carlson pushes its Model 501 straight battery type receiver tuning from 195 to 605 kc, equipped with a metal case insuring complete shielding. List at \$34.95 complete with batteries and headphones.

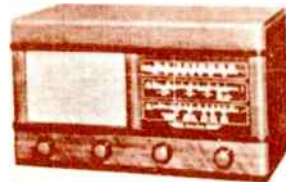
RME makes portable straight battery operated model ME 14M tuning from 190 to 400 kc in three bands so long as \$47.40 net with out batteries.

MALLICRAFTERS has just modified its model S29 adding the modification S29A. Tunes from 150 to 400 kc and from 540 kc to 11.8 mc in four steps.

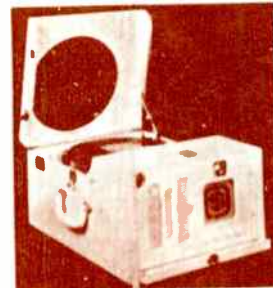
# New



**SONORA** 3 BAY CANTON...  
Tuning from 140 to 400 and from 530 to 1520 kc for both plane and boat charts. Offers six acid batteries unit at \$44.95 list with batteries. Built-in antenna signal filter, head phone jack.



**ANDREA** THREE BAND TABLE TOP RADIO...  
Tuning from 140 to 400 and from 530 to 1520 kc for both plane and boat charts. Offers six acid batteries unit at \$44.95 list with batteries. Built-in antenna signal filter, head phone jack.



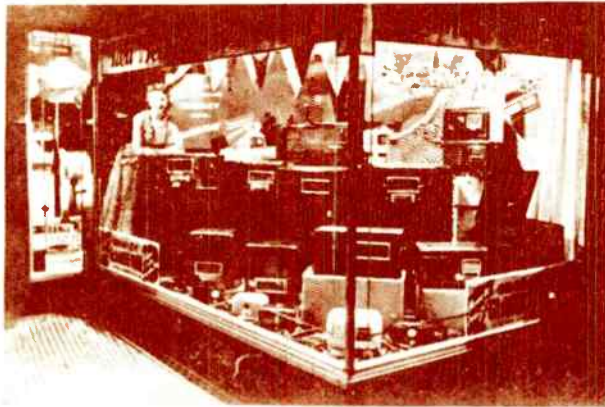
**PORT-O-MATIC** COMPACT PORTABLE...  
Tuning from 140 to 400 and from 530 to 1520 kc for both plane and boat charts. Offers six acid batteries unit at \$44.95 list with batteries. Built-in antenna signal filter, head phone jack.





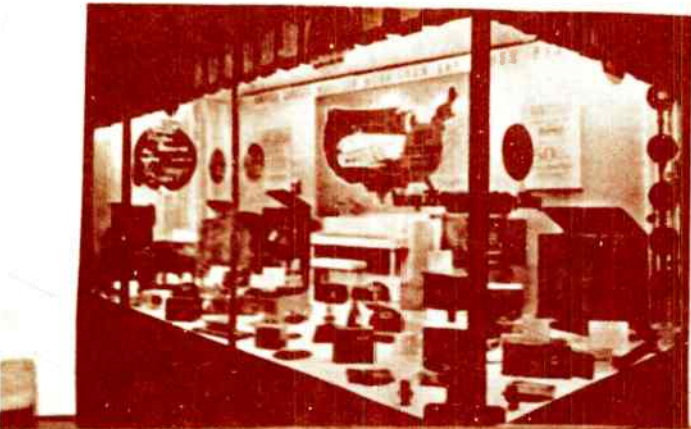
**ESTHETIC**—Printed on cards features of professional type radios tie-in with ribbons to sets. Handy, they attract shoppers to Goldblatt Bros., Chicago.

## MORE Windows



**GIRLIE SHOW**—Compacts and consoles show up well in this window of McBrown Home Utilities, Melrose Park, Ill. Cute cutouts add cheerfulness.

**RECORD SALE**—Pointed on display discs and scattered throughout the window, the new low record prices call attention to radios on display at Wuritzer, New York.



## New



**EMERSON 403** Combination radio and phonograph. Phonoradio is a 5-tube ac superheterodyne. Covers standard American disc starts. Plays all size records up to and including 12 inch. Housed in an 18th century table model with typical fretted work. Price \$29.95. Also available in model No. 403 AC DC \$39.95. Emerson Radio and Phonograph Co., 115 6 Ave., New York, N. Y.



**ADMIRAL 71 M6** Console radio combination with the slide-way automatic phonograph which plays ten 7-inch or ten 10-inch records. Has 5 tubes, ac superhet, variable tone control, two wave bands. List price \$49.95.



**ADMIRAL 901** Record cabinet specially designed to harmonize with Admiral's table model radiophonograph combinations. Complete with six 12-inch and four 10-inch albums. Continental Radio & Tele. Corp., 388 Columbia St., Chicago, Ill.

## 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."

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## **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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- |                                    |                                                                                                                                                                                                                              |                               |                                                                                                                                                                                                                                                                     |                               |                                                                                                                                                                                                                                       |
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