

# RADIO'S LATEST MIRACLE!

## AUTOMATIC *Push Button* TUNING

*Just Press the Button  
to Tune Your Station*



### 14 Tube Howard Model 425-A

The remarkable convenience and efficiency of this new radio will amaze you as you press button after button and bring in your favorite stations with an ease and perfection of tone you've never dreamed of! It has eight buttons which your Howard Dealer will set for you to bring in any eight stations on the broadcast band that you may select. Once they are adjusted it is only necessary to touch the button corresponding to any desired station to bring it in. Or, one or more of these buttons can be re-set to bring in other stations automatically. A button is also provided for changing the radio over to conventional knob-tuning for use in bringing in foreign short-wave stations or others not taken care of by the eight tuning buttons.

The Howard Model 425-A has every improvement, every desirable feature that could possibly add to the desirability of owning a truly fine radio: Beam-Power Output providing 14 watts of pure, undistorted power. A new development technically known as "Bass Boost" which preserves perfect tone balance in every degree of volume from whisper softness to full output. Three tuning ranges covering all popular foreign American and Foreign shortwave bands as well as regular broadcast band (18000 to 540 kilocycles). New edge lighted dial that spreads a soft phosphorescent-like glow over the entire dial face. Large easy-to-read figures for all bands. Electronic Tuning Eye tells by sight better than ear can determine when radio is exactly in tune. Fifteen inch auditorium Dynamic Speaker. Massive cabinet of gorgeous walnut veneers. Piano finish. Size 41 inches high, 24 inches wide, 13 inches deep.



### 6 Tube Howard Model 240

Think of the convenience of owning a radio that requires no dialing! One that gets your stations for you without your bothering to remember just where on the dial they come in! That's exactly what this marvelous new table model receiver offers you. To tune a station you simply push a button and, quicker than a wink, you have your program. Eight buttons for any eight stations on the American broadcast or police bands provide you with a wide selection; more stations in fact than one usually listens to. And if you wish to change your setup you may do so at any time in a few moments. A small screw driver is all that is needed to set each button for any desired station.

It's a very fine radio, too. Sensitive as a cat's whisker—covers distances that most six-tube sets can't reach. Has beautiful tone, and all the power that one could wish for in a radio of this type. Automatic volume control, that minimizes fading and prevents blasting on strong stations. Tone Control—Dynamic Speaker—Copperplated Chassis—Attractive Two-tone Walnut Veneer Cabinet, Size 8 1/4" high, 14" wide, 8 3/4" deep.

Don't confuse Howard's New Push Button Tuning Systems with ordinary telephone dial type mechanisms — *there is a world of difference.* Models 400-A and 425-A have *motor-driven* mechanisms so designed that the desired station is brought in the moment the button is pressed. Model 240 utilizes an ingenious system that accomplishes instant automatic tuning without a motor.



### 12 Tube Howard Model 400-A

The riches of Croesus could not have commanded the wealth of entertainment that this modern Howard radio will bring you *absolutely free!* Millions of dollars are being spent daily by broadcasters for *your* entertainment but you must have a modern radio to take full advantage of it. Many of these choice programs are as water in a sieve to old style sets. So, don't let the small price of a new HOWARD radio stand between you and these bounteous pleasures!

This HOWARD MODEL 400-A will give you an entirely new conception of radio excellence. It has Push-Button Automatic Tuning—the same system that is being featured on the famous Howard Model 425-A described at left. Howard *motor-driven* tuning is positive in action and fool-proof in construction. It brings in stations with unerring accuracy and no harm will be done should children get eager for information and press a few buttons *just to see what happens.*

This Model also has Beam-Power output. Covers all important foreign and American short wave bands as well as regular American Broadcast band (18000 to 540 kilocycles). Has edge lighted dial with pure gold plated escutcheon. Electronic Tuning Eye for easy tuning when the automatic tuning feature is not used. Bass Boost for faithful reproduction of *all* audible frequencies regardless of the volume level at which the radio is being operated. Heavy duty 12-inch Dynamic Speaker. A beautiful cabinet of select walnut veneers. Size 40 1/2 inches high, 24 inches wide, 12 1/4 inches deep.

you one on approval. Beam Power output. Gold plated Escutcheon. Foreign and American short wave as well as American Broadcast coverage (18000 to 540 kilocycles). New easy-to-read edge lighted dial. Electronic tuning eye. Walnut veneer cabinet, beautifully finished. Size 21 3/8 inches high, 15 inches wide, 24 inches deep.

You don't have to be down-right *lazy* to feel the urge for more than a passing acquaintance with Howard's new Model 280 Armchair Radio . . . . A normal inclination to save steps is all the justification you need for calling up your Howard Dealer this minute about one. In all seriousness though, it is both good-looking and practical. It is primarily a radio of course and as such we've spared no pains in making it a good one. We have gone a step farther however by making it a useful piece of furniture as well. It is a godsend for small living rooms because it occupies but a trifle more space than an ordinary chair-side table and being a radio too, it releases space along the wall that could be used to good advantage for other needed pieces. People who have bought this Model tell us they like it.

*Here's Radio Luxury Indeed!*

AMERICA'S OLDEST  
RADIO MANUFACTURER  
OFFERS AMERICA'S  
MOST SENSATIONAL  
RADIO VALUES

Many Radio Sets have earned a reputation for high quality by their high price tags because the idea of low prices is generally associated with untrustworthy merchandise. HOWARD proves the fallacy of this general opinion by bringing you fine new radios that are excelled by none and equalled by few—at prices *definitely lower than you would expect to pay for a nationally advertised instrument!*

**HOWARD**

Sold by



**When It's Evening**

When evening comes and loyal friends drop in for a visit no other happiness compares with receiving and welcoming them. When you are busied with the pleasure of making them feel how welcome they are—*turn on the radio!* No other good thing may be so widely shared as entertainment.

The next time friends come in to share the warmth of your fire and friendship show the realness of your welcome by entertaining them with the radio that makes true friends truer. *Entertain them with a*

**HOWARD**

In selecting an arm-chair radio it is important to choose one that harmonizes well with the other furniture. In a living room like a "sore thumb" in a room of traditional American short wave as well as American Broadcast coverage (18000 to 540 kilocycles). New easy-to-read edge lighted dial. Electronic tuning eye. Walnut veneer cabinet, beautifully finished. Size 21 3/8 inches high, 15 inches wide, 24 inches deep. Howard Dealer will gladly arrange to send offer rather a design at once attractive and



*Authorized*

**HOWARD  
DEALER**



14 Tube Howard Model 425

Here is the Raja of manually tuned radios. Unless you go to push-button automatic tuning you aren't likely to find anything better at any price. With the exception of automatic tuning it has everything—will do everything—that modern engineering skill can produce. Yet, it is priced to save you a substantial sum.

Most important of its fifteen outstanding features is "Bass Boost" . . . a triumph of radio engineering. Its details are highly technical but its net result is a degree of fidelity never before attained in a radio operated at living room volume. It has push pull Beam Power output of 14 watts—more power than you'll ever need but important from a standpoint of tone. Covers three bands from 18000 to 540 kilocycles and brings in Foreign short wave stations almost as easily as it does American broadcasting. Edge lighted dial with figures that are really legible from a distance. Gold plated escutcheon. Electronic tuning eye. Huge 15-inch dynamic speaker that can "take it" when the power is turned on. The cabinet is in keeping with the quality of the mechanism inside, of course. Size, 41 inches high, 24 inches wide, 13 inches deep.



5 Tube Howard Model 225

You don't have to dig into your savings to buy this radio . . . *Pocket money* pays for it! Even if you already have a good Set you can well afford this model as an *extra* for kitchen, bed room, children's room, porch or office. Covers two bands—6500 to 2000, and 1700 to 540 kilocycles . . . Gives excellent performance on most of the popular short waves and regular broadcasts. Has Edge lighted dial, copper plated chassis, Tone Control, Dynamic Speaker. Attractive cabinet with quarter striped walnut veneer top and front. Bakelite knobs. Size 13 1/2 inches long, 7 3/4 inches deep, 9 1/2 inches high. Weighs only 16 pounds.



10 Tube Howard Model 325

Would you prefer a radio that you can tune while standing erect? Then this is the model for YOU. It's new . . . It's convenient . . . It's practical! You can step up to it and tune it with no more effort than is required to take a magazine from your library table. All controls are situated on the top panel which is inclined at just the proper angle and height to make manipulation convenient from your normal walking position. Note especially that we have accomplished this new control arrangement without sacrificing cabinet beauty. It is our guess that you who are interested in a no-stoop-to-tune instrument would much prefer that it still conform to the accepted form and proportions of good radio furniture.

This superb radio has push-pull Beam Power output. Three tuning bands (18000 to 540 kilocycles) cover all American and foreign short waves as well as regular American Broadcasting. New easy-to-read edge lighted dial in three colors. Electronic tuning eye tells you by sight when your station is properly tuned. 12-inch heavy duty Dynamic Speaker. Gold plated escutcheon. The most attractive cabinet of all radios employing this tuning arrangement. Size 35 1/2 inches high, 23 1/2 inches wide, 13 inches deep.



6 Tube Howard Model 260

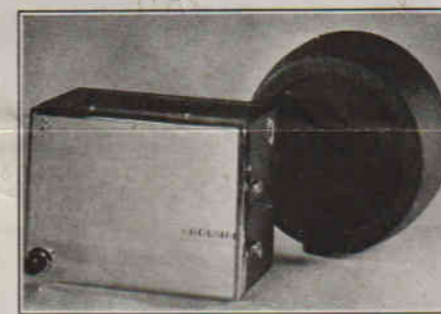
Price considered here's America's outstanding radio buy! Dollar for dollar and feature for feature you'll find nothing comparable anywhere! If its "class" as well as performance you're looking for, you'll find that this model more than justifies its slight additional cost over our Model 225 described at left. Electric Tuning Eye built in dial. It covers two bands—6500 to 2000, and 1700 to 540 kilocycles and has separate coils for each band. Has edge lighted dial with gold plated escutcheon. Copper plated chassis and Dynamic Speaker. Tone control. Cabinet size 14 3/4 inches long, 8 1/2 inches deep, 9 1/2 inches high.

# HOWARD AUTO RADIOS

There is no longer a valid reason for denying yourself and family the luxury of a radio in your automobile—even during the winter! HOWARD has developed a marvelous new family of Auto Receivers that are marvelously easy on your battery—and your pocket book! It doesn't matter whether you select our Model HA7 (6 Tubes with Radio and Speaker in the same housing), our Model HA9 (6 Tubes with separate housings for Radio and Speaker), or our Model HA8 (8 Tubes with separate housing for Radio and Speaker) you are assured of dependable, economical radio entertainment that is excelled only by Howard home receivers. Go NOW to your HOWARD dealer and learn how easy it is to buy and maintain one of these new Automobile Radios.

## Howard Automobile Antenna

No automobile Radio is better than its Antenna System. Therefore insure yourself of the greatest possible automobile radio satisfaction by having your dealer install a genuine Howard High-efficiency Automobile Antenna when you get your Howard Auto Set.



## 6 Tube Howard Model 275-C

There are low priced radios without number you can buy these days. But low price inducements unless coupled with reliability and sterling worth are of little interest to the prudent buyer. On the other hand, high grade radios—Howard Radios—priced on a bargain basis such as your dealer is authorized to quote you on this model are extremely gratifying. The name HOWARD on a radio is your guarantee of quality, regardless of the price you pay for it. Therefore don't let the low price of this model deter you if your budget imposes economy. As we recently told our dealers: "This is the Set we've brought out to make HOWARD boosters out of those who appreciate good looking furniture, want a console radio but want to keep their investment small."



- Beam Power Output
- Gold Plated Escutcheon
- Three Bands 18000 to 540 KC
- Separate Coil for Each Band
- Copper Plated Chassis

### Here Are Its Features!

- New Edge Lighted Dial
- Electronic Tuning Eye
- 12-Inch Dynamic Speaker
- Marvelous Tone
- Full size Console Cabinet



10 Tube Howard Model 318

With all the features we've built into this great new radio, no wonder our Dealers are pushing us to the very limit of our production to supply the demand. Others say it's a real triumph in value giving, but don't take their word for it . . . Go now to your nearest Howard Dealer and see for yourself what our more than sixteen years experience in building fine radios has accomplished. Quality that has made HOWARDS first choice among thousands is evident in every detail of this remarkable radio: Push Pull Beam Power output that provides more distortionless power than the very largest living rooms will ever require . . . Three Tuning Bands ranging from 18000 kilocycles to 540 kilocycles afford you complete command of all worthwhile foreign and American short wave stations, in addition to all regular American Broadcasting Stations . . . Electronic Tuning Eye for easier, more accurate tuning on all frequencies . . . Copper plated Chassis that will never rust . . . New edge Lighted dial in three colors with big numerals that are so easy to read. Huge 12-inch heavy duty Dynamic Speaker that easily handles the entire output of this tremendously powerful radio without overloading. Cabinet size 38 1/4 inches high, 22 inches wide, 11 1/2 inches deep.



6 Tube Howard Model 275

It is possible here to make certain of getting the kind of a table model radio that will be in good style for years to come. No matter how many attractive "lay-down" small Sets are brought out, a beautiful upright model such as this will always be in good taste. There is nothing smarter on the market; or none that will give you better performance for the money. It has complete coverage of the short wave and broadcast bands—18000 to 540 kilocycles. Has Beam Power output, Edge lighted dial with gold plated escutcheon, copper plated chassis, Tone control, and Dynamic Speaker. Size 14 1/2 inches high, 13 inches wide, 8 1/8 inches deep.



12 Tube Howard Model 400

Truly America's finest and most efficient 12 tube manually tuned radio! As you go over its many modern features you'll probably wonder why other manufacturers are compelled to get so much more for comparable quality . . . and no confidence will be broken by our telling you. In a comprehensive organization such as we have many manufacturing economies which have nothing whatever to do with the quality of the finished product have been worked out. For instance, we are able to make in our own factory many parts which go into a radio, and which other manufacturers must buy ready-made. Every component that we are able to manufacture under our own roof means a saving which is passed on to you, and Howard Radios come so near to being 100 per cent Howard made that the money you save on them is truly amazing! Just see what you get for your money in this model: Push pull Beam Power output, True Bass Boost, Three Tuning Bands 18000 to 540 Kilocycles, Separate coils for each band, Copper plated chassis, New Edge lighted dial, Gold plated escutcheon, Electronic tuning eye, Tone control, Heavy duty 12-inch Dynamic Speaker, and a massive cabinet of beautifully figured walnut veneers. Size: 40 1/2 inches high, 24 inches wide, 12 1/4 inches deep.



8 Tube Howard Model 368

For a long time we have wished to be able to offer our customers the same exceptional tone quality in a table model radio that we have given them in console models. We are now prepared to do just that in this number. We are frank to admit that it is not cheap when compared with other table models, but we are equally honest when we tell you that it has few equals in any style cabinet! Has Beam Power output, tunes from 18000 to 540 kilocycles and, of course, has every desirable modern feature that you'd expect to find in the best table model of a feature-packed line. Size 9 3/4 by 11 1/8 by 18 inches long.