

RADOLEK

Presents

**A COMPLETE LINE
of RADIO RECEIVERS**

for **1935**

PRICED AT RETAIL

TO PROTECT YOUR PROFITS

Remove and Save

Your Net Wholesale Prices

Are Quoted on the Inside of This Cover

This Outer Cover

**THE RADOLEK CO.
601 W. RANDOLPH ST. CHICAGO**

Your Net Wholesale Prices Are Also Shown On The Perforated
Strip At The Foot Of Each Page

See Next Page for Full Explanation

This Is Your Net Wholesale Price List

Carefully Remove and Save This Outer Cover

This List Price Catalog Will Help You Sell More Radio Sets and Protects Your Profits

Radolek brings you far more than just another Radio Set catalog. Here is the most complete and extensive line of new Radio Receivers merchandised for you in logical arrangement and priced at Retail so that you can show your customers each model. You can now let your customers sell themselves by showing them the fine illustrations of each receiver and encourage them to read the descriptions and compare each model. You will be astonished at how quickly your customers will actually sell themselves on the better grade higher priced models which give such excellent service and which earn you substantially greater profits.

The Perforated Strip at the Foot of Each Page Also Shows Your Net Prices

The net Prices shown on this page and on the perforated strip at the foot of every page are the same and are your Confidential Wholesale Prices. Remove this outer cover and carefully preserve it so that you will always have ready access to your Net Cost Price of each model. The Net Prices shown on the perforated strip on each page are intended to quickly acquaint you with your cost price of each receiver. Remove the perforated strip so that your customers will only see the Retail List Prices displayed on each page. The strips can be neatly and cleanly removed by carefully folding and tearing along the perforated line.

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6 Tube Battery Console with Battery Kit Including Eveready Air Cell
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Battery Table Model and Battery Kit with Eveready Air Cell
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List Price \$53.50. Net Price..... **\$27⁴⁵**

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Battery Console and Battery Kit with Burgess Dry "A"
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Battery Console and Battery Kit with Eveready Air Cell
List Price \$85.00. Net Price..... **\$45³⁰**

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List Price \$79.50. Net Price..... **\$41⁴⁰**

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All Wave Battery Table Model and Battery Kit with Eveready Air Cell
List Price \$95.00. Net Price..... **\$50²⁵**

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All Wave Battery Console
List Price \$99.00. Net Price..... **\$48⁹⁰**

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Skip Bandsread Chassis
List Price \$43.50. Net Price..... **\$22⁵⁰**

.....All Chassis Quotations Include Tubes and Speaker.....



RADOLEK

Presents

NEW MODEL

RADIO

RECEIVERS

for

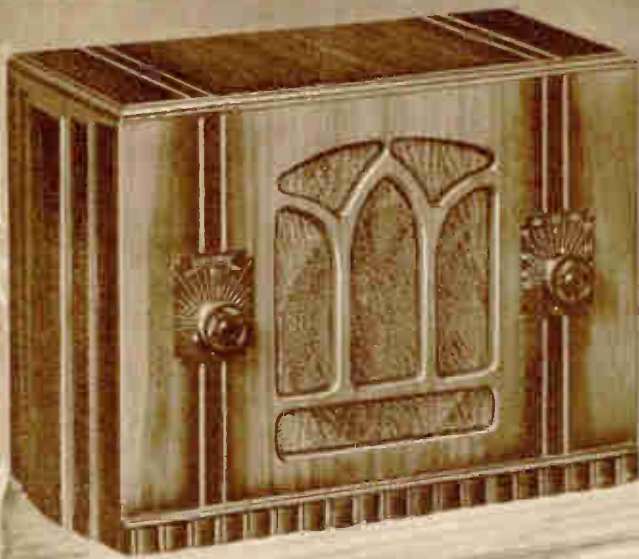
1935



THE RADOLEK CO.
601 W. RANDOLPH ST. CHICAGO, ILL.

Your Net Wholesale Prices Are Also Shown On The Perforated Strip At The Foot Of Each Page

AC • DC UNIVERSAL COMPACT JUNIOR 4



THOROUGHLY DEPENDABLE

A small compact Radio that will provide fine entertainment at low cost. Receives broadcasts on 200-550 meters and in addition, Police Calls down to 175 meters. Has satisfactory Daytime Range of 100 to 200 miles. Night-time Range under fair conditions, up to 500 miles, and under favorable conditions up to 1000 miles and more. Has fine quality magnetic speaker. Will reproduce voice and music with good tone, and pleasing fidelity. Excellent volume for moderate sized rooms. Attractive two-toned walnut finished cabinet, nicely grained. Very satisfactory for Portable use. Substantially built. Can be relied upon to give excellent service.

Model S-40
Complete with Tubes... **\$14.50**

Magnetic Speaker

Tuning Range 175 to 550 Meters.
Receives American Broadcasts and Police Calls.
Patented TRF Circuit, pleasing tone, true fidelity.
R.C.A. and Hazeltine Licensed, up to the minute design.
Volume Control with smooth attenuation.
New Style Tubes: 1-36; 1-37; 1-38; 1-39/44.
Cabinet Size—7½x10½x5½ inches, choice veneers.
Operates on 105-120 volts AC or DC.

DYNAMIC SPEAKER

- 175 to 550 Meters.
- Police Calls—Broadcast.
- Latest Type Tubes.
- High Capacity Filter.
- Dynamic Speaker.
- High Gain T.R.F. Circuit.
- R.C.A. and Hazeltine Licensed.

Model S-41
Complete with Tubes... **\$18.75**

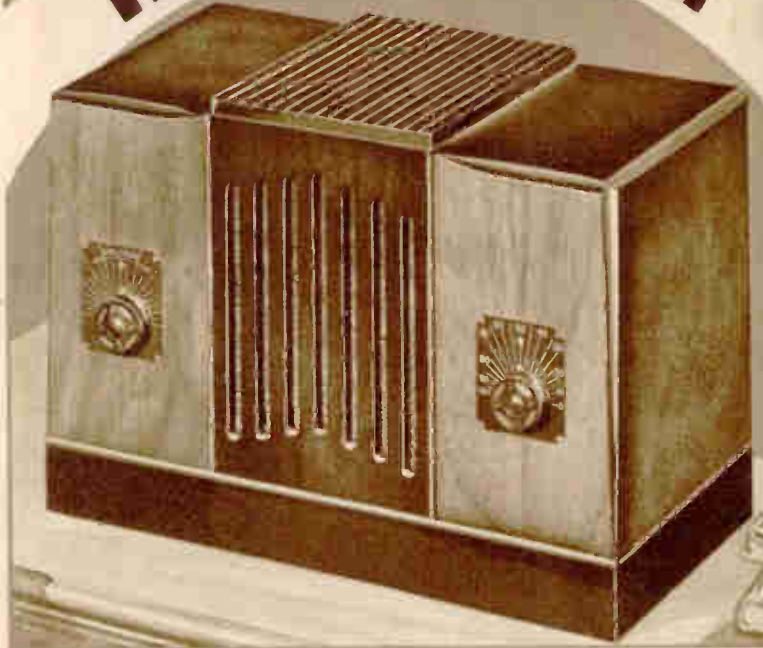
A SUPER VALUE

A Finer Receiver. You will be delighted with this sensational 4 tube, AC-DC Portable Receiver. Two-tone walnut finished handsome cabinet of modern design. Center panel of top is fluted and raised. The speaker grille is dark walnut finished, in contrast to the light colored side panels. Sturdily constructed. Well adapted for Portable use. Very compact, fits in anywhere. An excellent receiver of attractive appearance. Performance far superior to most other radios in the same price class. The ideal set for small apartment or office. Complete enjoyment of radio entertainment at low cost.

Specifications

Tuning range 175 to 550 Meters—
Police calls and Regular American Broadcasts.
Tuned Radio Frequency—High Gain.
Dynamic Speaker—Excellent Quality. Handles the large power output with true fidelity.
New type tubes: 1-12Z3; 1-44; 1-77; and 1-43.
Power output tube insures extra volume.
Operates on 105-120 volt—AC or DC.
Beautiful Cabinet—Size: 10x5½x7 inches.
Tapered volume control. On and off switch.
Chassis carefully designed and well made.
R.C.A. and Hazeltine licensed.

THE SENIOR FOUR



For the Den, Office, Study, Kitchen, Bedroom, etc.

The Radio Receivers shown on these two pages are of the finest in their respective price classes. They have full volume, excellent, clear tone and will provide satisfying, pleasant entertainment for a few persons in any room. They are not intended to be the main Home Receiver but are rather intended as Auxiliary Receivers for individual or group use.

TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete Confidential Net Price-List.

Model S-40
List Price \$14.50
Dealers Net Price.....

\$7.95

= With Tubes

Model S-41
List Price \$18.75
Dealers Net Price.....

\$9.25

= With Tubes

**If You Receive Duplicate Copies Of Our Current Catalog
Please Fill In The Names Under Which They Are Mailed
In The Space Provided Below**

We will appreciate your co-operation in aiding us to eliminate duplicate mailings of our catalog—it will enable us to give you better and more efficient service. If we have both your firm name and your personal name on record it may lead to confusion unless both names are properly cross-indexed.

Space Number 1 Should show your correct name and address for our records and for all catalog mailings.

Space Number 2 and Space Number 3 Fill in the name and address under which you receive duplicate copies of our current catalog.

Should you misplace or wear out your Radolek catalog we will gladly send you a new one on request.

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Please Give Shipping Point if Different From Post Office		
Shipping Point	State	County
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Buyers Name		

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	R.F.D.	
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Num.3

Print Name In Full		
Street Address or Route Box Number		Box Number
	R.F.D.	
Post Office	State	

DeLuxe Model Compacts

4 TUBE A.C.-D.C.

New High Gain Tubes—Dynamic Speaker.
Superb Walnut Cabinet.
Police Calls—Broadcast—175-550 Meters.

Model S 42 \$2200
Complete with Tubes...

A Universal Receiver in the DeLuxe class. Beautiful two-toned Walnut Cabinet, with beveled top. Select grained walnut front and sides. Soft brown, hand-rubbed finish, attractive grille with brown silk grille cloth. Extra heavy construction of cabinet, produces a resonance that adds much to the tone quality produced. Husky Dynamic Speaker, provides true and normal reproduction, far above the average in receivers of this type. Provided with attached aerial. No ground required. Easy to tune. Full volume without distortion of tone. Beautiful in appearance and adaptable for use anywhere.

Highest Efficiency

Four new type, High Gain Tubes.
1-12Z3; 1-44; 1-77; 1-43.
Dynamic Speaker. Extra quality. Diameter 5 inches.
Superb Walnut Cabinet—Size: 10 1/4 x 5 1/4 x 8 inches.
Tuning Range 175-550 meters.
Receives Police Calls and American Broadcasts.
T.R.F. circuit. R.C.A. and Hazeltine Licensed.
Smooth tapered Volume control. Even attenuation.
Operates on 105-120 volts. A.C. or D.C.



5 TUBE AC-DC Dual Wave

75 to 550 Meters

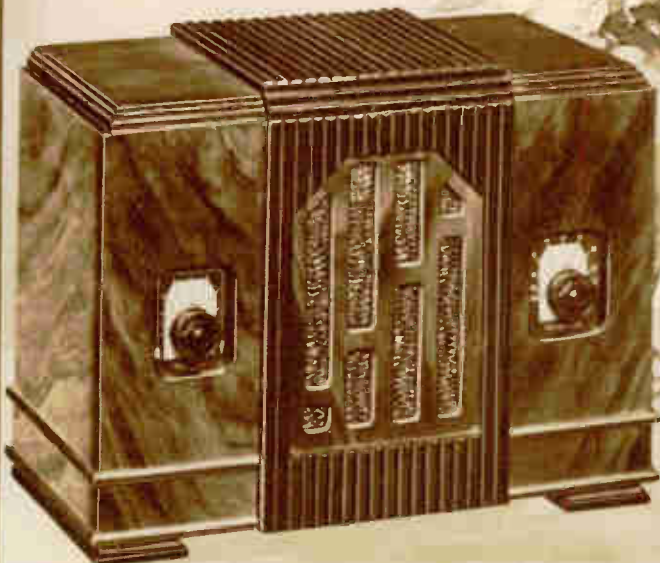
- Amateurs—Airplanes—
- Police Calls—Broadcast.
- Operates on 105-120 Volts AC or DC.
- Illuminated Dials. T.R.F. Circuit.
- Walnut Cabinet—Chrome Trim.
- Dynamic Speaker. Tone Control.

Model S-43 \$2795
Complete with Tubes...

The Cabinet design is new, artistic, and modern. Genuine American walnut, carefully selected as to grain and color. Grille frame and top are raised, and fluted, finished in soft brown walnut. Hand-rubbed. Two narrow rounded chrome-finished strips add a modernistic touch to the attractive cabinet design. New style illuminated dials, accurately calibrated, make tuning this receiver easy and pleasant.

An Unusual Dual Wave Value!

Five tubes. Tuned radio frequency circuit. New Type dynamic speaker gives finest tone quality. The combination short wave switch and tone control is located on the back of this model. New Type tubes: 1-44, 1-77, 1-43, 2-12Z3. Hazeltine and RCA licensed. A receiver that will add to the beauty of any room in which it is placed. Selectivity, sensitivity, ample volume and dependable performance are yours with this DeLuxe model. Cabinet Size: 10 1/4 x 5 1/4 x 8 1/4 inches.



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THE RAOLEK COMPANY

Page 3

TEAR OFF This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Model S-42
List Price \$22.00 \$1095
Dealers Net Price.....

Model S-43
List Price \$27.95 \$1295
Dealers Net Price..... With Tubes

World Radio Dealers Net Price..... With Tubes

DUAL WAVE 4 AC 75 TO 550 METERS



Receives Amateurs—Airplanes
Police Calls—Domestic Broadcast

A COMPACT POWERFUL TABLE MODEL

A four tube A. C. receiver employing a highly developed T. R. F. circuit. Tunes two wave bands 71 to 560 meters. Equipped with an illuminated, full vision dial, accurately calibrated in kilocycles, giving greater tuning ease. A good quality, full dynamic speaker, combined with the perfected audio system, gives unusually fine tone. True, natural reproduction at any volume level. Exceptional sensitivity, selectivity and power output are features. The cabinet is distinctive Gothic design. Beautifully blended, selected woods, walnut finished. Front is embellished with two fluted columns; attractive speaker grille. Strong construction throughout.

Model S-44
Complete with tubes . . . \$24⁷⁵

Detailed Specifications

Tuning range 71 to 560 Meters, two wave bands are provided —71 to 187 meters and 175 to 560 meters. Switching is controlled from the front of receiver. Four new type tubes — 1-77; 1-78; 1-42; 1-80; — 3-watts output. Dynamic speaker—5 inch diameter. Fine quality.

Tuned radio frequency circuit. R.C.A. and Hazeltine licensed. Illuminated Dial. Full vision. Broadcast band calibrated in kilocycles. Short Wave band calibrated in megacycles. Operates on 105-120 volts—50-60 cycle current. Power consumption 40 watts. Cabinet Size — Depth 6½"; Width 9¾"; Height 12".

5 TUBE AC-DC DUAL WAVE 75 TO 550 METERS

Receives Amateurs, Airplanes,
Police Calls, Regular Broadcast

An exceptionally powerful A.C.-D.C. Receiver that combines the highest type of fine radio reception with convenient portability. For 105-120 volt A.C. or D.C. The Superheterodyne circuit incorporates the newest radio developments and five of the latest type high gain tubes. "Long Range" reception, with natural, lifelike tone, and great volume. Beautiful cabinet, made of specially selected woods. Front panel beautifully grained walnut and adorned with artistic fluted pillars. Sides and top of clear straight grain veneer. Rich Gold speaker grille cloth. Dimensions: Height 14" Width 11" Depth 6½".

Model S-45
Complete with tubes \$29⁷⁵

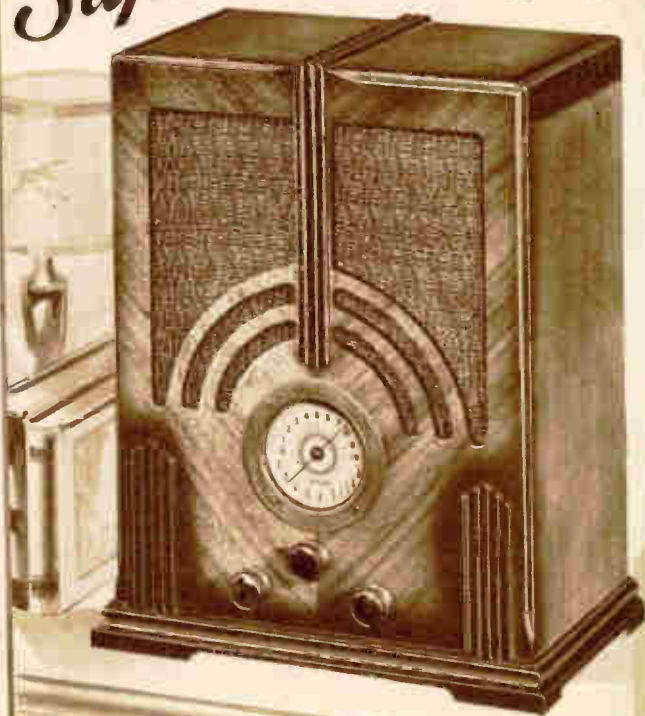
Superb Tone

A 43 output tube combined with a heavy 6-inch dynamic speaker of the latest design, handles full volume with perfect fidelity of tone. Remarkably natural reproduction of every note. This new style cabinet not ordinarily found in A.C.-D.C. Receivers provides better acoustics. Sturdy construction. Large baffle area greatly improves the tone quality.

Efficient Design

Uses five new type dual purpose tubes: 1—6D6; 1—43; 1—6C6; 1—6A7; 1—2Z5, giving increased Selectivity and Sensitivity with tremendous Volume. Automatic Volume Control, maintains a constant volume level. 6-inch, Quality Dynamic Speaker. Illuminated Airplane Dial affords greater tuning ease. Separate Short Wave switch Requires no ground.

Superheterodyne



THE RADOLEK COMPANY

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TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Model S-44
List Price \$24.75
Dealers Net Price

\$12⁷⁵ = With Tubes

Model S-45
List Price \$29.75
Dealers Net Price

\$14⁸⁵ = With Tubes

World Radio History



5 TUBE DUAL BAND

Superhet

FOREIGN and
AMERICAN
WAVE BANDS



FOREIGN RECEPTION

Two Wave Bands - 18 to 55 and 200 to 550 Meters

SUPERB DOMESTIC PROGRAMS

You will be delighted with the entertainment that this fine table model Receiver will bring to you. Its great sensitivity gets Stations from all over the U. S. Its powerful audio system with full size Dynamic Speaker insures fine Tone and excellent Volume. All the Regular Broadcast stations from 200 to 550 meters and the Police Calls down to 175 meters are available. And once you have the station you will be amazed at the ability of the receiver to hold the volume without fading—the Automatic Volume Control Feature, provided by the new multi-purpose Duplex—Diced—Triode tube. The Airplane Dial makes it simple to select each station precisely.

Outstanding Value

This is a finely designed, well-built Superheterodyne Receiver of the dual Band type. While it is priced very low, it is quality throughout. Beautiful, attractive Gothic Style Cabinet of selected Walnut in pleasing hand rubbed finish. Extra large illuminated Airplane Dial provides positive action and easy tuning. Separate switches for Tone Control and Wave Band change. It incorporates many newest features which are usually found only in higher cost receivers. Dual-Wave Tuning brings you countless short wave thrills in addition to amazing performance on the standard broadcast band. Automatic Volume Control eliminates blasting while tuning and greatly reduces fading. Illuminated Airplane Dial.

Model S-46

Complete with Tubes **\$31.95**

Features

- New High Gain Tubes.
- Full Range Tone Control.
- Excellent Dynamic Speaker.
- Automatic Volume Control.
- Illuminated Airplane Dial.
- Separate Short Wave Switch.
- R.C.A. Radiotron Tubes.
- R.C.A. and Hazeltine Licensed.

FOREIGN RECEPTION GUARANTEED

A snap of the switch changes from the Domestic Broadcast Band to Foreign Short Waves. You are assured of getting Foreign Reception. Not with the ease, volume, and clarity of the Domestic, of course. But the Foreign stations are there. You can get them easily and often. The programs are interesting and novel. They come in under favorable conditions, clearly and with good volume and they add greatly to the entertainment of your Radio. You can travel the ether waves for many thousands of miles and learn of the interesting lives of the peoples beyond the seas. Never before has such performance been attainable in a Radio Receiver at anywhere near this price.

Specifications

Improved Superheterodyne circuit. Tunes 2 bands, 18 to 55 and 200 to 550 Meters. Receives Foreign and American broadcasts. New type high gain tubes: 1-6A7; 1-6D6; 1-75; 1-42; 1-80; give you seven tube efficiency. Low power consumption, 45 watts. Automatic Volume Control maintains constant volume level. Full Range Tone Control, allows you to change the tonal pitch to suit your particular taste. Separate short wave switch eliminates plug-in coils. Full vision, illuminated Airplane Dial. kilocycle calibration, vernier tuning. New type 6½ full Superdynamic Speaker. Two-tone walnut cabinet. Dimensions: 12½" wide, 7" deep, 14½" high. For 105-120 volt, 50-60 cycle A.C. operation.

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THE RADOLEK COMPANY

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TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List

Model S-46
List Price \$31.95 **\$17.85**
Dealers Net Price World Radio History With Tubes

5 TUBE WORLD WIDE

For 105-120 Volt
50-60 Cycle A.C.

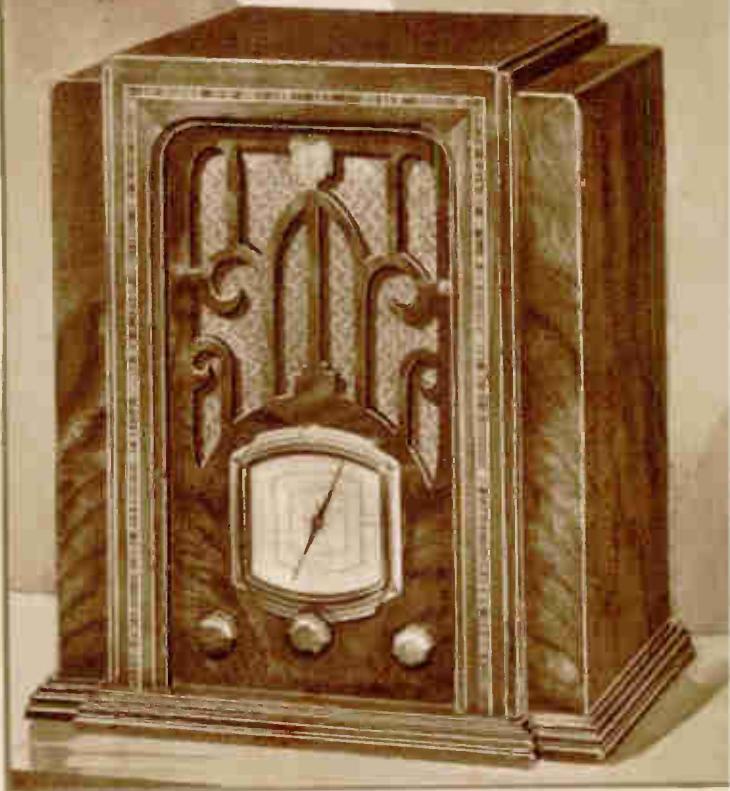
Superhet

- Three Wave Bands
- Foreign 17-51 Meters, Amateurs, Airplanes and Police Calls 52-175 Meters, Broadcast 175-575 Meters.
- New High Gain Tubes
- Seven Tuned Circuits
- Three Gang Tuning Condenser
- Illuminated Airplane Dial
- Automatic Volume Control
- Large Field Dynamic Speaker
- Excellent Tone Quality
- R.C.A. and Hazeltine Licensed

Model S-47 Complete
with R.C.A. Tubes
Price..... **\$39⁷⁵**

If you want finest performance, best looks with the fewest frills, this is your Receiver. Here you have the greatest value per dollar ever offered in any Radio. The 175 to 565 meter band covers every American Broadcast Station. The 52 to 175 meter band covers Amateurs, Airplanes and All Police Calls. The 17 to 51 meters band takes in all the important Foreign Short Wave Stations. Extreme Sensitivity on Foreign Stations. Regular American Broadcast Stations come in sharp and clear.

The DeLuxe Cabinet is much finer than you would expect in this price class. Made of carefully selected thick, substantial walnut veneers, finely grained, carefully matched. Heavy coats of lacquer, hand rubbed in soft brown finish, give it an elegant, rich finish. The gracefully cut grille is framed within an attractively colored strip of genuine inlay. Cabinet size 14" high, 12½" wide, 9½" deep. The advanced Superheterodyne circuit, incorporates newest engineering features. New type dual purpose tubes develop 7 tube efficiency from only 5 tubes. Tubes used:—1—6A7 as Detector Oscillator; 1—8D6 as I.F. Amplifier; 1—42 Power Pentode; 1—75 as Diode-Triode Detector A.V. C.; 1—80 Rectifier. Three gang variable condenser floated on rubber, insures sharpest tuning and quieter operation. Effectively shielded chassis. Full 6½ inch Dynamic Speaker with large field coil insures excellent Tone Quality. Full size, underwriters approved Power Transformer. Excellent construction thruout.



COVERS ALL WAVE BANDS

Foreign Short Waves, Amateurs, Airplanes,
All Police Calls, American Broadcasts

"WORLD WIDE" CONSOLE

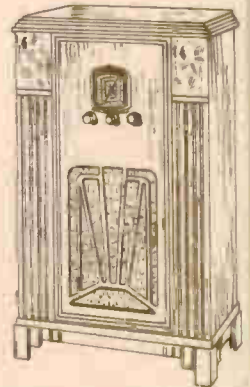
This marvelous receiver is also available in this distinctive new Console. Sturdily constructed of choice walnut. Front panel is beautifully grained. Long, fluted pilasters and a recessed top give grace and dignity to this fine cabinet. Every detail of the construction of this attractive Console reflects its master craftsmanship. Hand rubbed piano finish throughout. Overall size: 37¼" high, 22½" wide, 12¼" deep.

Console Model S-49
Complete with Chassis,
Speaker and Tubes..... **\$57⁵⁰**

5 Tube Three Band Super Chassis

This Three Band 5-tube Superheterodyne Chassis with Matched Dynamic Speaker and R.C.A. Tubes is available for mounting in your own cabinet. It offers you an opportunity to modernize your present radio at comparatively small cost. Chassis size: 10" wide, 7" deep, 6½" high. Easily mounted in any type of cabinet.

Chassis Model S-48
With Dynamic Speaker, R.C.A. Tubes,
Knobs and Escutcheon.
Price..... **\$33⁰⁰**



TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Table Model S-47
List Price \$39.75 **\$19⁹⁵** With
Dealers Net Price... Tubes

Model S-48 Chassis
List Price \$33.00 **\$17⁷⁵** With
Dealers Net Price... Tubes

Model S-49 Console
List Price \$57.50 **\$27⁹⁵** With
Dealers Net Price... Tubes

7 TUBE WORLD WIDE SUPER

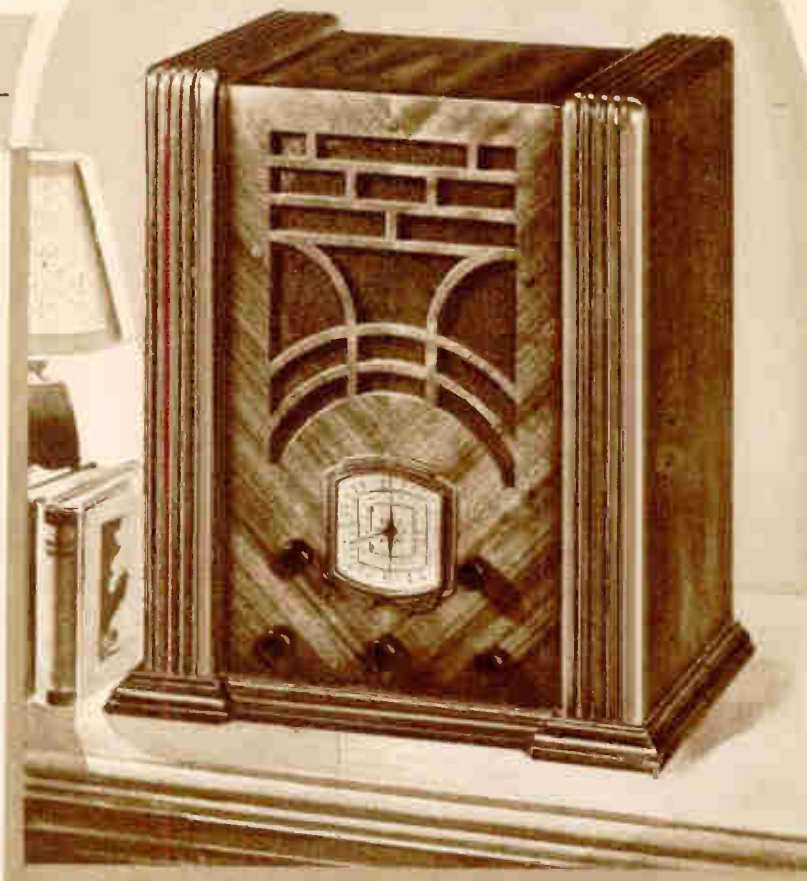
**FOREIGN SHORTWAVE—
AMATEURS—POLICE CALLS—
AMERICAN BROADCAST**

**GREATER POWER
MORE SENSITIVITY
FINER TONE QUALITY**

- Three Wave Bands—17 to 51, 51 to 175, 175 to 565 Meters.
- Short Wave Band-S-P-R-E-A-D.
- Illuminated Airplane Dial.
- 5 Gang Tuning Condenser.
- Automatic Volume Control.
- Pushpull—7 Watt Output.
- 8½ Inch Dynamic Speaker.
- Full Range Tone Control.
- R.C.A. and Hazeltine Licensed.

Model S-50
Complete with tubes **\$59⁷⁵**

Seven new type modern tubes all functioning at peak efficiency make this one of the finest Table Model Radio Receivers ever built. Tremendous Reserve Power fills the largest room. Extreme sensitivity brings in the most distant stations clear and strong without forcing and with not the slightest trace of distortion. The large powerful speaker of best quality insures full rounded, sweet, natural tones. Here is a set that costs a little more, but is worth much more. The few extra dollars of cost bring satisfaction and performance far beyond their importance. If your ear demands truly rendered fine music, with all the exacting overtones, brought out in their proper brilliancy and quality, then you will enjoy listening to this particular Radio. Carefully selected fine quality component parts, advanced engineering, exacting workmanship all add their superlative part to its exceptional performance. Tuning range from 17 to 51, 52 to 175, and 175 to 565 meters. Foreign stations, world news, exciting Police Calls, Amateurs, Airplanes, etc., all received with remarkable clarity and volume. Long range reception on the broadcast band. Features Band S-P-R-E-A-D which makes short wave tuning easier, and simplifies the separation of stations. A Receiver on which you can rely to give long and dependable service.



Larger Size Insures Superior Performance

Assuming the use of best materials, superior engineering and workmanship, then only added size can bring better performance. The smaller receivers are

marvelous mechanisms, but their size is a limiting factor. This 7 Tube Super, has a larger cabinet, larger speaker, larger chassis. It does perform better!

Modern Cabinet

Massive yet graceful, pleasing design. Its simplicity adds to its charm and appeal. Finest "V" matched walnut veneer paneling. Fluted Pilasters at eeds. Attractive grill with fine silk cloth back. Rich lacquer finish, hand rubbed and polished to a lustrous finish. Size:—17¼" high, 15¼" wide, 10¾" deep.

Separate Chassis Price

Install one of these new, modern, Three Band superheterodyne chassis in your fine old cabinet. Tuning Knobs, Escutcheon, 7 New Type Tubes and 8½" full Dynamic Speaker included. Chassis Overall size: 13" Long, 6" High, 8½" Deep.

Chassis Model S-51 **\$49⁹⁵**
Complete.....

Specifications

7 Tube Superheterodyne Circuit. Tunes from 17 to 51, 52 to 175 and 175 to 565 meters. 9 tuned circuits. 5 Gang Tuning Condenser. Very Sensitive and Selective. Automatic Volume Control, reduces fading. Full range variable Tone Control, reduces static noises. Extra heavy duty 8½" full Dynamic Speaker. Brilliant Tone Quality. No distortion. New type high gain genuine R.C.A. tubes: 1—80; 2—42; 1—85; 2—6D6; 1—6A7. Tremendous power. Pushpull, 7 watt output. Illuminated Airplane Dial; with separate pointer for Band-S-P-R-E-A-D Tuning. This Band-Spread feature makes short wave tuning and station separation easier. Walnut Cabinet, overall size: 17¼" High, 14" Wide, 10" Deep. For 125—120 volt, 50—60 cycle A.C. operation.



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THE RADOLEK COMPANY

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TEAR OFF

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Table Model S-50
List Price \$59.75 **\$29⁸⁵**
Dealers Net Price

Chassis Model S-51 **\$26⁷⁰**
List Price \$49.95
Dealers Net Price

With Tubes World Radio His Dealers Net Price With Tubes

5 TUBE "WORLD WIDE"

MICROMETRIC BAND FOREIGN SHORT-WAVE

18 to 55 Meters

- *World Wide Range*—Regular Broadcast, Foreign Short Wave Stations, Police Calls.
- *Micrometric Bands*—Illuminated Airplane "Clock" Dial.
- *Superheterodyne*—7 Tuned Circuits—3 gang Condenser—clean cut station separation.
- *Automatic Volume Control*—prevents "fading" or "blasting."
- *Full Range Tone Control*—provides Personalized Reception.
- *Powerful 3 Watt Output*, Plenty of volume.
- *Full Dynamic Speaker*, Clean sweet tones.
- *R.C.A. and Hazeltine Licensed*. Latest Features.

Table Model S-52
Complete with Tubes. **\$44.50**

Additional Features! Greater Power! Finer Construction! Long trouble free Radio Entertainment at amazingly low cost. Superb performance on both Broadcast and Short Wave bands. A new type Airplane Dial combined with micrometric Band s-p-r-e-a-d, simplifies tuning. A full toned Electro-Dynamic Speaker correctly baffled gives excellent tone fidelity and plenty of volume on most distant stations. The beautiful Table Model is sturdily constructed of selected grain Walnut veneers in soft brown two-tone lustrous hand rubbed finish. Attractive grille with gold silk grille cloth. Cabinet size 14" wide, 15" high, 8" deep.



Rugged Chassis with Modern Features

Specifications

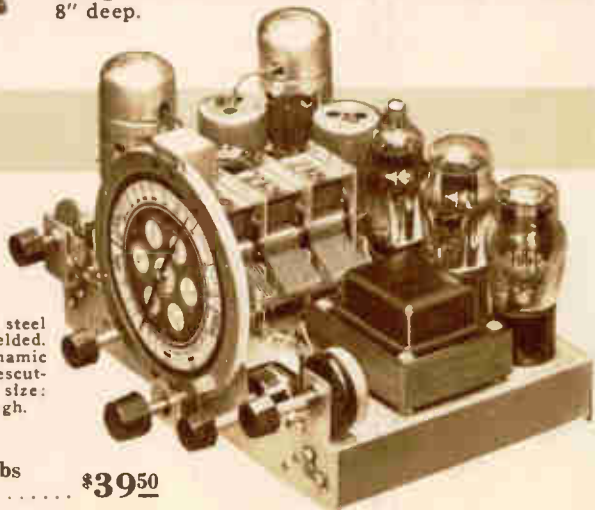
Latest 5 tube Superheterodyne with 7 tuned circuits. Tunes 2 bands, switch controlled. 18 to 55 and 175 to 560 meters. Tuned Pre-Selector. Micrometric Band Spread. 3 gang rubber-floated Tuning Condenser. Full range Tone Control. Automatic Volume Control. Illuminated Airplane "Clock" Dial. New type Tubes used: 6A7 as Det.-Osc.; 6D6 as I.F. Amp.; 42 as power pentode; 75 as Dup. Triode 2nd Det.;—A.V.C.; 80 as rectifier. 3 Watt output. 6½" Dynamic Speaker. R.C.A. and Hazeltine licensed. For 105-120 volt, 50-60 cycle A. C. operation.

For Special Installations

The excellent performance of this chassis coupled with its low cost make it desirable for modernizing old type receivers, or for installation in compact special furniture. Rugged solid steel base, cadmium plated. Fully shielded. Five new type tubes, 6½" Dynamic speaker, five tuning knobs and escutcheon plate included. Chassis size: 10¼" wide, 7½" deep, 6¼" high.

Chassis Price

Chassis Model S-53
With Speaker, Tubes, Knobs
and Escutcheon..... **\$39.50**



TEAR OFF This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Table Model S-52
List Price \$44.50 **\$22.75**
Dealers Net Price..... **With Tubes**

Chassis Model S-53
List Price \$39.50 **\$19.95**
Dealers Net Price..... **With Tubes**

SUPER SUPERHETERODYNE

SPREAD TUNING AMERICAN BROADCAST

175 to 550 Meters

Practical Console Model

The "World Wide" 5 tube Super chassis in an attractive Walnut Console fitted with 8 inch super Dynamic speaker! Even the excellent performance of this fine receiver as exemplified in the Table model, is greatly improved by its installation in this fine looking console with its large resonant baffle. In this combination you have a fine quality Receiver and a full size cabinet at the lowest price ever offered on a Floor model of its quality. A fine piece of furniture that will take a place of pride in any home. The console is sturdily constructed of choice walnut veneers. Butt walnut center panel with attractive grille backed with gold silk grille cloth. Fluted side columns crowned with contrasting maple panels. Fine brown Walnut hand rubbed finish. Dimensions;—37½" high, 22¼" wide, 12½" deep.

Walnut Console Model S-54
Complete with Tubes..... **\$62.50**

Powerful 3 Watt Output

The type 42 Pentode Audio tube develops a full 3 Watt power Output. Natural tone at full volume without "forcing" the receiver. So high is the R. F. gain and audio amplification that even distant stations may be turned up to tremendous volume, without any trace of overload. This vigorous power is fully handled by the Improved Dynamic Speaker which is so matched with the output that it will not choke-up, blast, or chatter. You may never use the entire volume obtainable, but it brings an unmatched thrill to bring in far distant stations with the quality and distinctness of locals. *Due to the high quality dynamic speaker and the large baffle area you are assured of tone quality that is superb.* You will enjoy every moment of your radio program with this excellent receiver. Stations are quickly located.

EASY TO TUNE

Amazingly easy to tune. The Band Spread Control enables you to separate each crowded short wave channel by means of a special additional band-separating condenser. This control is found only in the new expensive receivers. With this control you can pick up short wave stations that you might otherwise miss. Perfect short wave reception can be had by simply locating your station on the "easy to read" Airplane Dial, and manipulating the bandspread feature to tune it in with hairline accuracy. *High sensitivity on both bands. Provides full 10 K.C. separation without affecting the tone quality in the slightest degree. Full undistorted volume.*

Exclusive New Clock Dial

New style oversize aeroplane type, 5-inch fully illuminated Dial with Dual Pointer. Shows difference in time for six foreign countries. Separate scales for American standard broadcast range and Foreign short-wave band. The tuning ratio is fine enough for the most critical short wave "fishing," yet quick enough for rapid exploration of the Broadcast band.

7 Tube Efficiency

The new Dual Purpose Tubes used, develop full 7 tube efficiency, 3 watt power output, maximum tonal fidelity, extreme signal sensitivity with low noise level. The five tubes actually out-perform older seven and eight tube receivers. Signal pickup is tremendously intensified, resulting in remarkable distance reception. The tremendous pentode power output of clear, strong volume, is wonderfully utilized to develop full fidelity and realism of tone. Truly remarkable performance!



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TEAR OFF

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Console Model S-54

List Price \$62.50

Dealers Net Price

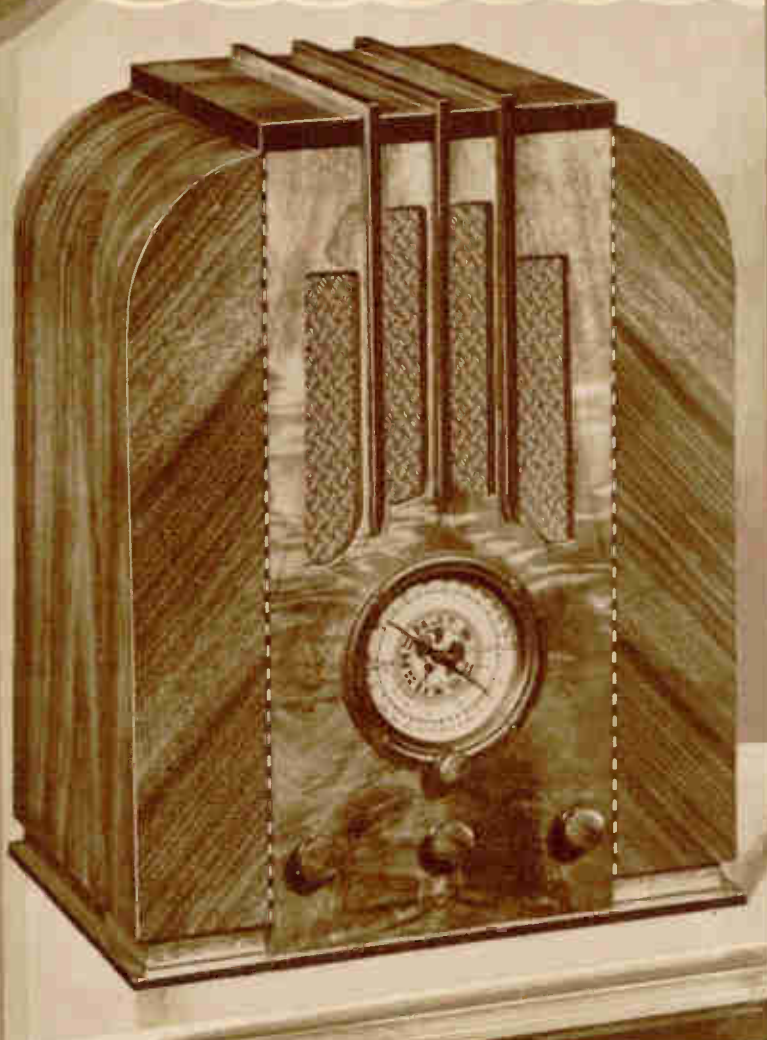
\$31.50

World Radio History

With Tubes

6 TUBE 3 BAND

FOREIGN SHORT WAVE · AMATEUR



9 TUNED

- 3 Full Wave Bands
- 6 Modern High Gain Tubes
- 9 Tuned Circuits—3 Gang Condenser
- Illuminated Airplane Dial
- Automatic Volume Control
- Stepless Tone Control
- Large 8½" Dynamic Speaker
- Full 3 Watt Power Output

Table Model S-55
Complete \$59.50

The more exact tuning, the greater power of additional high gain tubes provides performance not attainable with any lesser equipment. The Table Model gives you full rounded tone with great Power. The Console model gives you that added power and fullness of tone that only a greater baffle surface can provide. Performance through the use of Dual Purpose Tubes that the multiple tube sets of 10 tubes or more, of only two or three years ago, could not even equal. Tremendous Power and surprising Range—with unusual sensitivity and splendid Tone. Every program that Radio can bring you is yours. With just the snap of a switch you select from the Foreign Short Waves on the 15 to 55 meter band. Tune in England, France, Italy, Spain, South America and other countries with extraordinary ease. American Amateurs, Airplanes, Commercials and the full range of Police Broadcasts on the 67 to 200 meter band. Regular American Broadcast on the 190 to 560 meter band. Perfect balance of circuit and the use of precision materials insure superlative results.

3 Bands - 15 to 55 - 67 to 200 and 190 to 560 Meters

New Style Table Cabinet

Beautiful new modern design of striking appearance. Selected walnut veneers. Butt Walnut center panel with diamond cut side panels trimmed with genuine inlay. Gracefully curved end panels solidly fitted. Black enameled Ribs extending from the grille over the top add a modernistic touch. Rich gold silk grille cloth. The whole cabinet is solidly and substantially built. Fine quality lacquer finish well rubbed to a soft brown Walnut shade. You will be proud to place this Receiver along with fine furniture. Cabinet size 18" high, 14" wide, 9½" deep.

The full size easily read illuminated Airplane Dial adds much to the overall attractiveness of this Receiver.

Automatic Volume Control

New developments in this part of the circuit provide in this receiver, reception of unparalleled uniformity of volume on any wave band. Even distant Short Wave Foreign stations have a surprising uniformity, once they are tuned in. Regular Broadcast Stations are easily held at a constant volume even under conditions when ordinarily "fading" would spoil reception. Static noises are likewise greatly reduced and easily controlled with the continuous Tone Control which permits one to exercise his personal taste in tone modulation as well. Tuning is easy. The full illuminated Airplane Dial with clearly marked calibrations and Dual Pointer make selection of the station wanted easy and quick.

Tunes Short Wave Bands

For the person who desires variety in radio entertainment—who desires to get more than just local reception, who wants to reach out for the excitement and thrill of exploration in the faraway, THIS IS THE RECEIVER. Separate Wave Bands. A convenient switch on the front of the receiver instantly changes the facilities of the set to receive either American Broadcast programs, European short wave stations, or the American Amateurs and Police Calls. Thrill to the romantic music of some far-away country! Foreign Programs! France, England, Italy, Germany, Spain, South America, Police calls, Airplane calls and last minute news of the world, all with just the turn of a switch.

TEAR OFF This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Model S-55
List Price \$59.50 **\$29.75**
Dealers Net Price. **World Radio History** Complete with Tubes

SUPERHETERODYNE

POLICE • AIRPLANE • BROADCAST

CIRCUITS

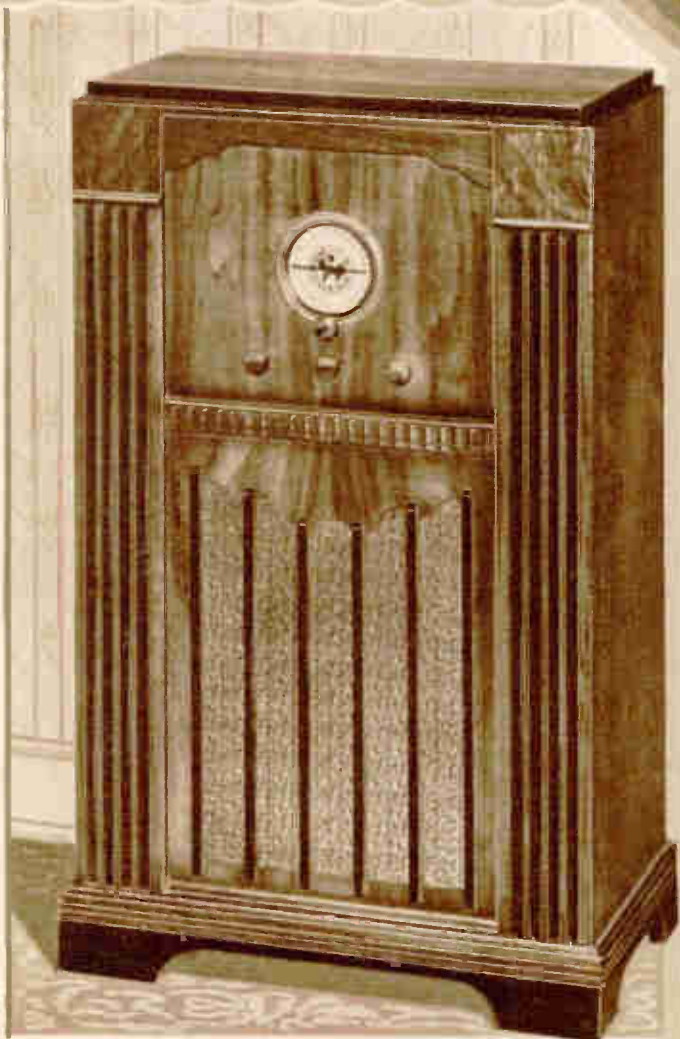
**SUPER RECEPTION
SUPERLATIVE TONE**

Covers three full wave bands that include practically all the desirable programs obtainable—Domestic Broadcast 190 to 560 meters—Amateurs, Airplanes, Police Calls 67 to 200 meters—Foreign Short Wave Stations 15 to 55 meters. Programs to entertain and interest the most sophisticated and adventurous listener. Reception with volume and tone quality to please the most critical. Built into it are the newest circuit developments including modern desirable features. These "Tone Conditioned" Receivers feature an advanced type of audio system, which has been precisely designed and balanced to develop a full vigorous 3 Watt Power Output, while retaining exact Tone Fidelity and extremely noise-free reproduction. Powerful specially matched full Dynamic Speaker, reproduces both voice and music with the greatest fidelity. Its full resonant tone, is very pleasing and personal tastes in tone pitch are given complete expression with the Smooth Tone Control.

Modern Walnut Console

Console Model S-57 **\$69.50**
Complete with Tubes

The same superlative chassis and full toned Dynamic Speaker used in the Table Model are installed in this attractive, medium sized modern genuine Walnut console cabinet. The extra baffle surface improves the tone to an astonishing degree, and the correct acoustic design brings out the beautiful rich tone qualities of this fine receiver. The plain, straight lines of the console will blend with any style furnishings. All the natural beauty of the exquisite grain of natural walnut is retained in the soft brown hand rubbed finish. The top is offset and edged in attractive black enamel, as are the speaker grille bars. Fluted pilasters add grace and beauty. Strong, rugged construction. Overall dimensions, 36" high, 22½" wide, 12½" deep.



6 Tube 3 Band Chassis

with 8½ Inch Dynamic Speaker and Tubes
Chassis Model S-56
Complete with **\$49.50**
Speaker and Tubes.

Fully shielded chassis, size 12" long, 6½" high, 8" deep. Price includes full size 8½" Dynamic Speaker and Six genuine R.C.A. Tubes. Strong, rigid, durable. The quality and performance of this fine, new, modern superheterodyne makes it worthy for use in replacing obsolete chassis in old prized cabinets or for installation in special furniture. Four Tuning Knobs and Escutcheon also included. Easily installed. Best reception assured.

Specifications
Superheterodyne with 9 tuned circuits give sharpest selectivity. Three-position rotary Wave-Band change switch gives a choice of 15 to 55, 67 to 200, or 190 to 560 meters. Illuminated Airplane Dial with large clear markings and Dual Pointer. Full range Tone Control. Automatic Volume Control. New Type High Gain Tubes: 1-5A7, 1-75, 2-6D6, 1-42, 1-80. Three gang Condenser. Large 8½" Dynamic Speaker. 3 Watt Power Output. R.C.A. Licensed. Shielded chassis. Operates on 105 120 volt, 50 to 60 cycle A.C.



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TEAR OFF This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Console Model S-57
List Price \$69.50
Dealers Net Price **\$33.85** With Tubes

Chassis Model S-56
List Price \$49.50
Dealers Net Price **\$26.50** With Tubes

World Radio History

FOREIGN RECEPTION

8 TUBE FOUR

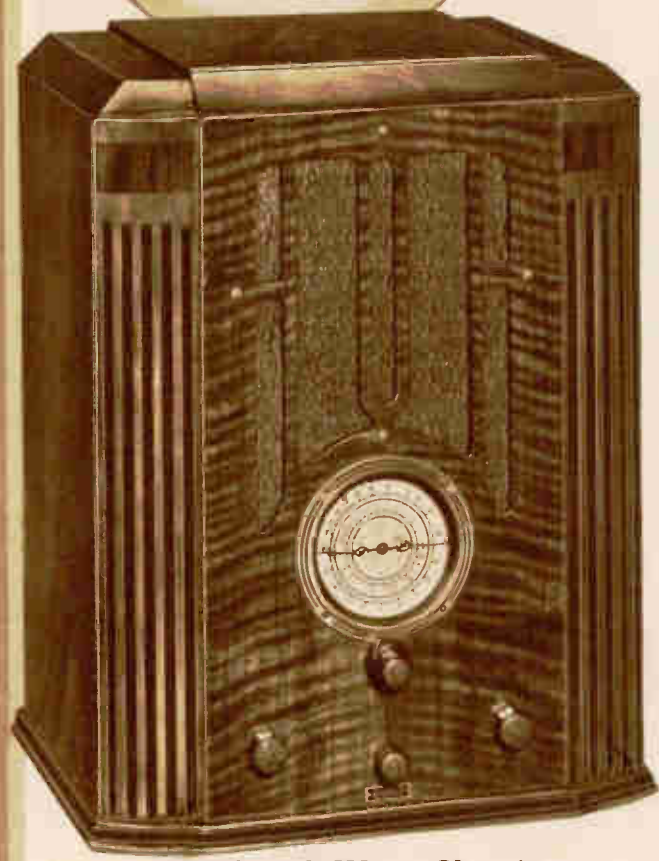
all Wave

FOUR CONTINUOUS 15 To 560 Meters --

- Extra Large Fine Quality Super-Dynamic Speaker.
- World Wide Reception—Gets everything on the air.
- All Foreign Short Waves—Airplanes—Amateurs, All Police Calls—Full Range Standard Broadcast.
- Large Four Scale Illuminated Bandsread Airplane Dial. Easy Tuning, Positive Selection.
- Full Automatic Volume Control—Gives smoothest even reception.
- Stepless Tone Control—for Personalized Tone Pitch Selection.
- Superheterodyne with 9 tuned circuits, Absolute 10 k. c. Station Separation.
- R.C.A. and Hazeltine Licensed. All latest patented features.
- Push Pull Output with 8 Watts Real Power.

Table Model S-58
Complete with Tubes... **\$89⁵⁰**

Here is the Receiver that gives you complete World Wide coverage of every type Radio Program from 15 to 560 meters. No skipping of bands. Every point on the dial is covered with powerful, full toned reception. This is a rather large size set for use on the table, mantle or other places not suitable for a console model. Every new feature of proven worth has been incorporated to make this the **FINEST** and **MOST POWERFUL** Table Model Receiver made. The Cabinet is of modern simple design, very attractive and rich looking. Made of heavy selected genuine Walnut veneer, beautifully grained. Artistic, fluted pilasters. Offset top. Fine walnut brown hand rubbed finish. Extra heavy construction. Large baffle provides finest tone quality. Cabinet size: 19" high, 15" wide, 11" deep.



8 Tube All-Wave Chassis

Specifications

Superheterodyne 9 tuned circuits. 4 Separate bands, switch controlled: 15 to 30, 30 to 75, 75 to 180, 180 to 560 meters. 8 new type dual purpose tubes: 2—6D6; 1—6A7; 1—75; 1—76; 1—80; 2—41. Individual coils used for each band. 8" Super-Dynamic Speaker in the Table Model and a 10" in the Console. Automatic Volume Control. Stepless Tone Control. Vernier Tuning. Illuminated Airplane Dial. Push Pull 8 Watt power output. Provision for automatically switched duplex antenna connections. R.C.A. and Hazeltine licensed. Incorporates all the latest patented features!

Rugged Construction

The chassis is constructed of heavy gauge steel, firmly welded at corners. Provides a permanently rigid mounting for all units. Perfect alignment of all parts. Effectively shielded. Durable cadmium plated. Most up-to-date design and engineering. Careful, skilled workmanship. Tuning knobs, Escutcheon, 8 new type tubes and 8" Super-Dynamic Speaker included. Chassis size: 13" wide, 8" high, 9 1/2" deep. For 105-120 volt, 50-60 cycle A.C. operation.
Chassis Model S-59
Complete with Speaker and Tubes... **\$79⁷⁵**



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Table Model S-58
List Price **\$89.50**
Dealers Net Price... **\$47⁸⁵** = With Tubes

Chassis Model S-59
List Price **\$79.75**
Dealers Net Price... **\$43⁷⁵** = With Tubes

World Radio History

BAND

DeLuxe Superhet

RADIO WAVE BANDS Dual Ratio Tuning

The Console Model All-Wave DeLuxe Superhet offers all of the features built into this wonderful 8 tube World Wide All-Wave chassis. In addition there is the advantage of a larger effective baffle and the better tone qualities obtainable with the large 10" Super-Dynamic Speaker. Receives International Short Wave Stations with amazing power and clarity. Superlative reception on Regular Broadcast Stations. All the newest modern patented features. Switch control for separate Wave Bands. Dual Ratio Airplane Dial makes tuning easy, quick, precise. Highly effective A.V.C. with sensitivity adjustment assures smooth uniform volume. A superior I.F. system with pre-selectors provides greatest sensitivity on distant stations with freedom from image repeats. Anyone can tune this set. Dependable performance. Tremendous sensitivity! Absolute 10 K.C. selectivity! Surpassing tone excellence!

Ten Tube Efficiency

With Eight Matched Tubes
The Superhet circuit is designed to take full advantage of the high efficiency new Dual Purpose tubes used. It far surpasses in performance most of the older 10 and 12 tube receivers. The 8 tubes functioning in perfect teamwork bring extra power and smoothness of operation. Long range reception with plenty of volume. Power to rise above ordinary noise levels—the highest degree of clarity in reception. Sensitivity that means powerful reproduction of even the weakest signal. 10 kilocycle Selectivity that gives clean station separation. The push-pull 41 output develops 8 watt power output with true fidelity of tone at all volume levels. Tuning of Distant Stations is easy because of this tremendous amplification. With this Receiver you can enjoy the full measure of the finest Radio Entertainment. Every Program on the air is yours.

8 Watt Output

Tremendous Power with Perfect Reproduction

Marvelous Tone

Clear true tones over the entire voice and instrumental range of sound: Clarity and fidelity to please the most critical musical ear! Careful design and the use of the newest developments in Radio and Acoustical engineering provide reproduction of startling naturalness. The tremendous 8 watt power output of this Receiver amplifies the weakest signal to astounding volume. No forcing, no distortion. Exquisite sweet tone, perfectly controlled from a whisper to the full volume through the large 10 inch Super-Dynamic Concert Speaker. Full Range Tone Control permits individualized Tone Pitch selection.

Easy to Tune

Short Wave Or Broadcast
Four tuning bands are incorporated in this receiver. The first band 180 to 560 meters, covers the Standard Broadcasts; the second band 180 to 75 meters, covers Police Calls, Aircraft, and Amateurs. The third band 75 to 30 meters, covers Foreign stations for night-time reception and the fourth band 30 to 15 meters covers Foreign and Domestic Short Wave Stations broadcasting during the day. A switch on the front panel eliminates plug-in-coils and makes any one of these bands available in an instant. The large illuminated Micro-Vernier Airplane Dial accurately calibrated makes tuning easy and pleasant, and especially on short waves the tuning is simple and accurate. Automatic Volume Control maintains an even volume level and eliminates fading. Foreign stations are received with plenty of volume and clarity of tone.

Magnificent Console

A fine quality console made of beautiful heavy selected quality veneers. Butt Walnut center panel. Corner posts of gracefully curved fluted pilasters crowned with square of contrasting light colored veneer burl. Smooth finely grained top. Solid sturdy base. Elegant hand rubbed finish. The extra baffle area combined with the larger 10" super Dynamic speaker provides full natural pleasing tone. The Modern Mode in Radio Furniture combined with skilled workmanship. Size: 36½"H., 20¼"W., 10½"D.

Console Model S-60

Complete with Tubes..... \$110.00

FOREIGN RECEPTION
AMATEURS · POLICE CALLS
AIRPLANES · BROADCAST



TEAR OFF

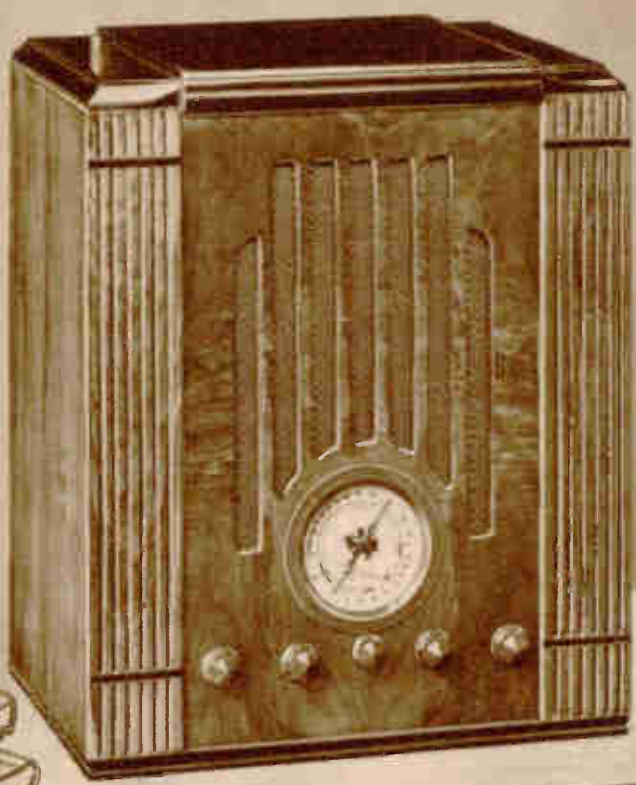
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Model S-60
List Price \$110.00
Dealers Net Price.....

\$58.50

With Tubes

9 TUBE DUAL WAVE



FOREIGN AND

SHORTWAVE

- Two Wave Bands—
- 19 to 55 and 175 to 550 Meters.
- 3 Gang Condenser or Both Bands.
- 7 Tuned Circuits with Advanced Design.
- 9 Newest Type Highly Efficient Tubes.
- Illuminated Airplane Dial with Dual Pointer.
- Automatic Volume Control.
- Smoothly varied Sensitivity Control.
- Full Scale Smooth Tone Control.
- 6 Watts Undistorted Push Pull Output.
- Fine Quality Full Dynamic Speaker.

Table Model S-61 Complete with Tubes..... **\$69⁹⁵**

This DeLuxe Table Model Receiver brings you complete Radio Entertainment. Broadcast Programs from near or distant stations with all the volume you will ever want and with the original rich, sweet tones fully preserved. The extra power insures finest tone quality and most pleasing reproduction. Police Calls on the upper band are instantly available. All the interesting Foreign Short Wave Stations come in with maximum volume and with the naturalness of tone preserved. Every desirable modern engineering feature is incorporated in this model. Especially designed for those who want the most possible performance in a Table Receiver, do not object to the extra size, and yet insist on the greatest value per dollar invested. Its large heavy baffle with full 8" Dynamic Speaker insure tone that cannot be equalled in smaller models. Rich, simple, modern, design Cabinet. No frills—all quality. Strong, sturdy construction. Genuine Butt Walnut front panel. Fluted pilasters. Top and sides of walnut veneer with plain quartered grain. Rich lacquer finish in soft brown rubbed finish. Top edge, base and flutes of pilasters have contrasting black striping. Cabinet size—19 1/2" high, 16" wide, 11" deep.

The Most Powerful Table Model Receiver

Great Power, Finest Tone Quality, Extreme Sensitivity, Precise Selectivity, Easy Tuning and Attractive Appearance are all combined in this Receiver. Outstanding Value, not approached in any other High Quality Set.

9 TUBE DUAL WAVE CHASSIS

Specifications

Advanced super-heterodyne circuit. Two separate Wave Bands controlled with Switch. Short Waves 49 to 55 meters,—Police and Broadcast 175 to 550 meters. 7 Tuned Circuits. Suspended on rubber. 3 gang Tuning Condenser on both Wave Bands. Extreme Selectivity. Great Sensitivity. Litz wound broadcast coils. High gain I.F. coils. Diode detection. Full range Tone Control Automatic Volume Control. Smoothly Variable sensitivity control. Large Illuminated Airplane Dial with dual Pointer. 9 new type tubes; 2—56; 2—58; 1—57; 1—2A6; 2—2A5; 1—80. 6 Watts undistorted Push Pull Output. Gives rich, clear tones at full volume or at a whisper. Husky, fine quality, Dynamic Speaker with large field coil.

Finest Workmanship

Strong, rigid, heavy-gauge steel chassis. Neat, clean, bright, cadmium finish. Circuit, coils and essential tubes fully shielded. Tuning knobs, Escutcheon plate, 9 tubes and 8 inch Dynamic Speaker included. This is the ideal chassis with which to modernize the many fine quality consoles now equipped with obsolete receivers. It represents in our opinion the best value on the market. Chassis size; 15" wide; 7 1/2" high; 10" deep 105-120 volt, 50-60 cycle A.C.

Chassis Price

Model S-62 Chassis Complete with Speaker, Knobs, Escutcheon plate and 9 Tubes..... **\$59⁹⁰**



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Table Model S-61		Chassis Model S-62	
List Price \$69.95	\$37⁹⁵	List Price \$59.90	\$31⁹⁵
Dealers Net Price.....	With Tubes	Dealers Net Price.....	With Tubes

SUPERHET

AMERICAN

AND BROADCAST

Table Model, Console or Chassis

This 9 tube Dual Wave Superhet is available in Table Model, Console or Chassis. It provides the finest Radio entertainment from Domestic Broadcast and Foreign Short Wave stations. Incorporated in it is the newest type Superheterodyne circuit, laboratory engineered by the leading Scientists in the Radio Field. Has tremendous power, great sensitivity on long range stations, selectivity that divides the separate channels with exact precision, tone quality that is remarkably beautiful and realistic. In it are incorporated all the newest engineering features that add outstanding performance; Automatic Volume Control, minimizes fluctuations in volume due to atmospheric variations; Sensitivity Control, smoothly varied over the complete range, permits setting the sensitivity at level to produce best reception with least "static" and electrical disturbance; Full Range Tone Control to accentuate personal tone taste; Illuminated Airplane Dial with Dual Pointer provides vernier tuning and insures ease and accuracy of tuning for all stations.

And with all this outstanding performance and with all these modern features, the cost is very low. In no other Radio Receiver can you get so much at such a low cost.

A large "Easy to Read" fully illuminated Airplane dial, 4 inches in diameter, makes tuning easier, even for the novice. Upper scale is accurately calibrated in kilocycles for standard broadcast reception. The lower scale is calibrated both in megacycles and meters for short-wave reception. Dual pointer. The vernier tuning control further simplifies tuning and practically eliminates the possibility of passing stations.

Automatic Volume Control

Counteracts fading and tends to maintain an even volume level irrespective of signal strength. No blasting while tuning. Makes tuning easier and reception more enjoyable. Full Range Tone Control makes it possible for you to change the tonal reproduction to suit your own particular desires. Every modern improvement of circuit design and mechanical construction that could possibly be utilized has been incorporated in this receiver. You don't have to worry about changing fashions in receivers if you own one of these marvelous Superhet's. This receiver has everything that is of any real use; no frills, but honest features that contribute to the actual performance as you hear it through the clear voiced dynamic speaker

Tuned Pre-Selector on Both Bands

Despite its extreme sensitivity, the circuit has been engineered so that reception is above the normal noise level. This is important to remember, as an inherently quiet receiver is most desirable. The signal-to-noise ratio is very favorable due to the Tuned Pre-Selector used. Selectivity is carefully adjusted to 10 kilocycles separation, which means that you can tune in hundreds of stations without interference. It is important to note that the 3 gang tuning condenser and the R. F. stage function on both the broadcast and short wave bands. This not only reduces image frequency interference but also reduces the noise level.

Grand Tone Quality

Supplied with a perfectly matched Super-Dynamic Speaker, that delivers true tone at any volume, from a mere whisper to the full surging volume, not the slightest distortion on a single note. Every instrument in an orchestra assumes its rightful position in the tonal scale and the complete harmony of the whole is faithfully reproduced to give you the complete and satisfying illusion that the actual "in the flesh" orchestra is playing for you alone, within the reaches of your own room.



Stately Walnut Console

Built by skilled craftsmen of choice selected woods. Substantial rigid construction. A distinctively modern design. Side panels and top arch of matched genuine butt walnut, trimmed with gold stripes. Top and sides of plain quartered Walnut. Gold silk grille cloth. Hand rubbed lustrous

brown Walnut finish. Large 10 inch Dynamic Speaker with full baffle insures finest tone quality. Cabinet size: 37" high, 22" wide, 13" deep.

Console Model S-63 **\$77.00**
Complete with Tubes...

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THE RADOLEX COMPANY

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TEAR OFF

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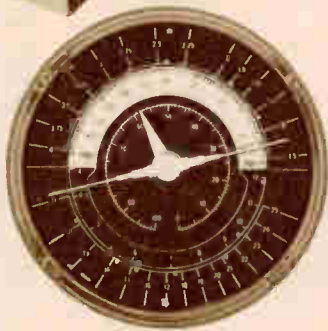
Model S-63
List Price \$77.00
Dealers Net Price **\$41.00** = With Tubes

World Radio History

12 TUBE ALL BAND SPREAD

With **4 BAND • 15 TO**

World Wide Three Unit Receiver 7 Tube All Wave Tuner With Band S-p-r-e-a-d 5 Tube 10 Watt Amplifier — Jensen 12" Concert Speaker



Here is a Receiver that because of its superior Basic Design coupled with carefully selected, precisely tested component parts and the exacting workmanship built into it by skilled technicians can be **GUARANTEED to OUT PERFORM** any other Receiver offered at anywhere near its price. In it you get Custom Built Quality at large Volume production low cost. The Three Unit Design while more expensive to build than single unit jobs gives you greater Actual Value than the difference in dollar price would indicate. Only the greatest efficiency in

engineering and production in a most modern finely and fully equipped factory coupled with lowest distribution costs make such outstanding value possible. If you want a Receiver on which you can absolutely depend to bring you European, South American, Canadian, Mexican and other foreign programs, superlative Long Range Reception on American Broadcasts, maximum sensitivity, absolute selectivity, *tone of a faithful quality such as you have never before heard in Radio, then this is YOUR RECEIVER.* Its performance and beauty are sure to please.

Specifications

Improved superheterodyne circuit. Three unit chassis. 7 tube Tuner covers all Wave channels. 4 Wave bands, switch controlled: 1.5 to 4, 4 to 12, 11 to 25 megacycles—540 to 1500 kilocycles. Illuminated Airplane Dial with Dual Ratio Band S-P-R-E-A-D feature makes tuning Foreign Short Wave stations actually as certain and easy as tuning Domestic Broadcasts. Pre-selector on Broadcast and Short Wave Bands, Air-tuned I.F. Coils, rubber floated 3 gang condenser—a combination which insures greatest sensitivity, absolute selectivity while retaining perfect tone quality with every gradation of delicate overtones. Automatic Volume Control provides even volume without blasting or blaring. Stepless Tone Control for Individualized Tone Pitch selection. Separate Sensitivity Control, controls background noise and "static." *Resonance Tuning Meter for visual tuning. Separate 5 tube Amplifier.* Has two distortionless Resistance Coupled Push Pull Amplification Stages. *10 Watts undistorted output.* Over-size heavy duty resistors, transformers and chokes. *Jensen 12" Concert Auditorium Dynamic Speaker.* Recognized outstanding quality. Handles the 10 Watts output without chattering or blasting. Extra large field coil. Heavy voice coils. New type rugged moulded cone. Twelve New Type High gain Tubes: 1—6A7; 1—85; 3—76; 3—78; 2—42; 2—80. For operation on 105-120 volts 50-60 cycle A.C.

Price Three Unit Chassis

For Operation on 105-120 volts 50-60 cycle A. C.

Including—Four Tuning Knobs; Escutcheon; Twelve Tubes; Tuner; Amplifying Unit; 12" Jensen Concert Speaker. Tuner and amplifier chassis of heavy cadmium plated steel, full floating on live rubber. Tuner chassis size: 13 1/4" wide, 9 1/2" high, 10" deep. Amplifier chassis size 13 1/4" wide, 6 1/2" high, 9" deep.

Model S-64 Chassis
Complete **\$123.00**
Price.....

Custom Built Quality
at Volume Production
Lowest Prices.

Unequaled Range,
Selectivity, Volume
and Tone Quality.

Guaranteed to Out-
perform any Receiver
in its Price Class.



R.C.A.
and
Hazeltine Licensed

Latest
Patented
Features

TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Model S-64 12 Tube—3 Unit Chassis
Complete List Price \$123.00
Dealers Net Price.....

\$71.70

With Tubes

WAVE TUNING

Foreign Short-Wave —
Airplanes — Amateurs
Police Calls — Broadcast

560 METERS

Improved Superhet Circuit with 12 New Type Tubes. Covers every Wave Channel—Four switch controlled Bands. Illuminated Airplane Dial—Dual Ratio 360° Tuning Band Spreader, Tunes Foreign Short Wave stations as certain and easy as Domestic Broadcasts. 2 Pre-selectors, Air Tuned I.F. coils, Rubber Floated 3 gang Condenser,—greatest sensitivity with better than 10 K.C. station separation. Separate sensitivity Control, cuts down "Background" and "Static" noises. Smooth stepless Tone Control. Automatic Volume Control—No "Blasting" or "Fading." Resonance Tuning Meter—Visual tuning, eliminates nerve racking distortion. Superb Tone with Auditorium Volume. Jensen 12" Concert speaker—carries the full 10 watts of output with perfect tone quality.

WORLD WIDE RECEPTION

All Stations Sharply Separated

So tremendous is the sensitivity and power of this great Receiver that all signals above the prevailing "Noise Level" will be reproduced with Loud Speaker volume and selectivity has been provided to take care of this tremendous sensitivity. Stations are separated cleanly and positively. No chopping of the side bands. Select your station, pick the point on the dial and if your station, be it Foreign Short Wave or Domestic Broadcast, is on the air above the noise level, you WILL GET THAT Station with this receiver. When tuning powerful stations, "background" noise and "static" can be practically eliminated with the Sensitivity Control. The Automatic Volume Control maintains a constant volume level. As you tune from station to station you are not annoyed by exasperating changes in volume,—set the maximum you want and no station will go above that maximum. Perfect A.V.C. action is obtained by 4 tubes instead of the usual 2 or 3, and the A.V.C. works as effectively on Short Waves as on Broadcast.

New Airplane Dial

A beautiful, large size Airplane Dial, fully illuminated. Upper scale is calibrated in Kilocycles for Broadcast Tuning. Three other separate scales are accurately calibrated in megacycles for Short Wave Tuning. An inner 360° fifth scale is used in conjunction with the new Syncro-Tuned Band-Spread feature. Dial has 2 pointers, a long Dual Pointer for tuning on the 4 Separate Wave Bands and a short pointer for tuning on the 360° Vernier scale. Dots on the various short wave scales show you positions at which the most popular short wave stations are located. Anyone can quickly and easily tune in any Station on this Dial.

Band S-P-R-E-A-D Tuning

Tuning Foreign Short Wave Stations on an ordinary Receiver, even though it is sensitive enough to get satisfactory volume, is very difficult. To insure your locating those hard to get, Foreign stations, quickly, surely and easily, there is built into the Tuning mechanism of this 12 Tube Super, a Band Spread scale and pointer. First you set the long pointer on the dot indicating the Foreign Short Wave Band you want. Then you push in the same tuning knob. Now the short pointer turns over the 360° Inner Scale and provides perfect vernier tuning. On this Scale each foreign station covers a space about equal to 5 Broadcast Band channels on the larger scale! With this arrangement anybody can tune those difficult Foreign stations and enjoy it!

Superhet



Custom Quality Console

Console Model S-65
Complete with Tubes... \$149.50

Designers, artist and cabinet makers have judged this as one of the handsomest consoles. Perfectly executed it is a quality piece of furniture worthy of a place in the finest homes. The extra large baffle and perfect acoustic qualities preserve and intensify the exquisite tone qualities of the 12 Tube Super Receiver. Center instrument panel.

sides and top are of large full grain Walnut. The gracefully curved pilasters are of matched Butt Walnut. Apron base with six rounded feet. A lustrous elegant hand rubbed piano finish brings out all the color and beauty of the natural wood grains. Rich gold silk grille cloth. Console size: 37" high, 21" wide, 13½" deep.

Superb Rich Tone at Every Power Level

Careful designing and skillful handling of the R.F. section of this 12 Tube Super have preserved the original tones in the circuit, accurately and faithfully with all the delicate overtones that make for real QUALITY reproduction. These perfect signals are fed into the separate five tube AMPLIFIER which is specially designed to retain all this PERFECT tone quality, and amplify it to the tremendous 10 Watts of output power. Then the Jensen 12" Dynamic

Speaker reproduces the signal with a clearness and naturalness not equalled by any Receivers except those of the most expensive types. From the softest volume to the full 10 watts of tremendous power. Set it at any point you want and you always have the same perfect tone quality. The smooth full range tone control permits you to select the exact pitch of tone to suit your individual taste. Shrill, deep or natural or any shade between.

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THE RADOLEX COMPANY

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TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Console Model S-65
List Price \$149.50
Dealers Net Price

\$87.90 = With Tubes

World Radio History

NEW 6 VOLT BATTERY

SUPER

NO "B" BATTERIES

6 TUBE

Skip Band

Superheterodyne

Receives Foreign Short Waves
and American Broadcast

A new Idea in Battery Radios. Operates entirely from 6 volt Storage Battery Current. No "B" Battery used.

These receivers equal in performance the finest "A.C." operated sets and incorporate all the newest Engineering Features. The highly efficient new type tubes provide extreme sensitivity. Distant stations are received with plenty of volume. Marvelous, natural, sweet tone. Superior selectivity—every wave channel is sharply and precisely separated. On the 18 to 55 meter band you get Foreign Reception and in addition, daytime programs on American Short Waves. Almost unlimited nighttime reception can always be obtained on American Broadcast 200 to 550 meter wave band. Uses any 6 volt storage battery. Can be connected to Automobile battery when camping or touring. The cabinet is of fine quality genuine walnut, in soft brown hand-rubbed finish. Fluted pilasters. Attractive grille with gold silk grille cloth. Excellent, durable construction. Attractive modern style. Cabinet size of 6 tube Receiver: 17 $\frac{1}{4}$ " high, 13 $\frac{1}{4}$ " wide, 9" deep.

Price Six Tube 6 Volt Battery Super

Table Model S-67
Complete with Tubes **\$59.50**
without Battery



A New Idea

An advanced Engineering development. A single 6 volt Storage Battery provides all Power.



Price Five Tube Super

Table Model S-66
Complete with Tubes **\$41.95**
without Battery

5 Tube 6 VOLT BATTERY SUPER

Specifications

5 and 6 Tube 6 Volt Battery Supers

Highly efficient Superheterodyne Circuit with all the advanced patented engineering features—Very Selective, precise station separation. Very Sensitive—gets distant stations with great power. Dual Wave, switch controlled. Tunes 18 to 55 meters (Foreign and Domestic Short Wave Stations), and 200 to 550 meters (American Broadcast Stations). Full Automatic Volume Control, insures even volume without "Blaring" or "Blasting." Illuminated Airplane Dial with 20 to 1 ratio, vernier tuning control. Full range continuous Tone Control for Individualized Tone Pitch Selection. Phonograph Pick-up connections.

New High Gain, Low Drain Tubes.—On the 5 Tube Set: 1—38; 1—75; 1—6A7; 1—6D6. 1—V6.—On the 6 Tube Set: 1—19; 1—15; 1—34; 1—1C6; 2—30. Very low current drain—only 2 amperes. Operates on 6 volt Storage Battery current. No "B" or "C" Batteries required. 5 Tube Set has self rectifying vibrator.—the 6 Tube Set uses a "built in" motor generator to supply "B" and "C" voltage. Powerful Permanent Magnet Dynamic Speaker. Perfect class "B" (high power) amplification. Cabinet size of 5 Tube Receiver: 14 $\frac{1}{2}$ " high, 11 $\frac{3}{4}$ " wide, 7" deep.

TEAR OFF

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5 Tube Model S-66

List Price \$41.95

Dealers Net Price

\$26.95

With Tubes
Less Battery

6 Tube Model S-67

List Price \$59.50

Dealers Net Price

\$38.70

With Tubes
Less Battery

32 VOLT Superhet

NO BATTERIES

Table Model 5 Tube Superheterodyne

For Use on 32 Volt Farm Electric Plant Current. Receives 175 to 560 Meters — Police Calls — Broadcast.

A modern up-to-the-minute Radio Receiver. Just connect it to the 32 volt Farm Plant line. No resistors, no converters, no bother. Gets distant stations with full volume and finest tone quality. Separates stations on different Wave bands with exact precision. No interference, no overlapping; all the newest features. Illuminated full vision Dial. Full range tone Control. Automatic Volume control. Five new type high gain tubes. Fine Quality 6" Electro-Dynamic speaker produces rounded rich tone. Attractive modern table model Cabinet. "V" matched genuine walnut center panel. Side and top panels of beautiful grained brown mahogany. Cabinet size: 16½" high, 13" wide, 7½" deep.

For Detailed Specifications on design and construction see description below.

Table Model S-68
Complete with Tubes..... **\$53.50**



Walnut Console

5 Tube Superheterodyne

For Use on 32 Volt Farm Electric Plant Current. Receives 175—550 Meters — Police Calls — Broadcast.

The 32 volt Superhet is offered with a Beautiful Genuine Walnut Console of attractive modern design. The large baffle and 8" Super Dynamic Speaker provide a roundness and fullness of tone surpassing that obtainable in any smaller cabinet. Center panel of cabinet has rich walnut grain. Attractive grille with gold silk grille cloth. Overlaid ornament in contrasting lighter tone at base of grille. Side panels of butt walnut, fluted at base and crown. Flutes extend over cabinet top adding an unusual touch in design. A piece of furniture that will beautify any home. Cabinet size: 38" high, 22" wide, 11½" deep.

Console Model S-69
Complete with Tubes..... **\$69.75**

Specifications

New 5 tube Superheterodyne. Has 7 tube efficiency. Incorporates all the latest engineering features. Tuning range 1715 to 535 kilocycles or 175-550 meters. Powerful long range Broadcast reception, as well as Upper band Police Calls. 10 k.c. Selectivity, stations on adjoining wave bands are sharply separated—no overlapping—no interference. Extreme Sensitivity—gets distant stations with full volume. "Coast to Coast" Reception Guaranteed. Illuminated Full Vision Dial. Automatic Volume Control—maintains even volume level eliminates "Blasting" and greatly reduces "Fading." Full Range: Tone Control—for Individualized Tone Pitch Selection, reduces "Static" interference. Powerful Electro-Dynamic Speaker. 6" size on Table Model; 8" size on Console Model—Full rounded, sweet tone. Tubes 6A7 as Mod-Osc.; 6D6 as 1st I.F.; 75 as Det. A.V.C.; 3B Power Pentode; 84 as Rectifier. Connects directly to 32 volt Farm Electric Plant Current. No Batteries Required. All electric in operation. Derives all "B" and "C" Current from an efficient, built-in, full wave Vibrator. "A" current taken directly from the 32 volt supply. Power consumption is only 35 watts.

6 Volt — 6 Tube Superhet Console Model

The 6 volt 6 Tube Superhet Receiver listed at the top of the opposite page is available in the Beautiful genuine Walnut Console shown on this page.

Fitted with 8" Super Dynamic Speaker.
Console Model S-70 **\$79.50**
Complete with Tubes



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32 V. Table Mod. S-68
List Price \$53.50
Dealers Net Price.....

\$26.75 With
Tubes

32 V. Console Mod. S-69
List Price \$69.75
Dealers Net Price.....

\$35.75 With
Tubes

6 V. Console Mod. S-70
List Price \$79.50
Dealers Net Price.....

\$46.75 With
Tubes

6 TUBE Battery

The Most Modern Radio Receivers
Operates Entirely on Batteries

No Power Line Current Needed
Very Low Operating Expense

Newest 6 tube Superheterodyne Circuit. Receives distant stations with great volume. Absolute separation of stations on adjoining wave channels—Pure, sweet, perfect tone quality. All the finest Engineering Features.—Automatic Filament Voltage Regulation,—adds months of service to both Batteries and Tubes. Automatic Volume Control,—insures reception with even volume, "Fading" is minimized and "Blasting" eliminated. Full Range Tone Control,—for personalized Tone Pitch Selection, greatly reduces "Static."

Extensive research in the finest technical laboratories coupled with the most able Radio Engineering have made possible these extraordinary Radio Receivers. They equal in performance the finest "A. C." operated receivers of their type. They bring to the isolated suburban or rural home, summer cottage, etc. all the wonderful Entertainment that Radio has to offer. Just connect up the batteries, ground and aerial, and you have months of the finest reception without fuss or bother. For the "A" current supply, you have your choice of using any 2 volt current, either Dry cell batteries (such as are used on Signal Systems, or gas Engine Ignition), Storage Battery single 2 volt cell) or the long lived Eveready Air-Cell which provides about 1,000 hours of service (nearly a year at 3 hours per day). Standard "B" and "C" batteries are used and they likewise give long months of most satisfactory service.

This Table Model Cabinet is substantially constructed and finely finished. Front panel is of "V" matched Walnut. Fluted pilasters. Side panels of straight grain walnut, trimmed with darker toned, routed stripes. Neat gold silk cloth backed grille. Cabinet Size: 16 1/4" high, 12 3/4" wide, 7 1/4" deep. This cabinet will not hold the batteries.



Table Model S-80
With Tubes—Less Batteries. **\$39⁹⁵**

Table Model S-81
With Tubes, Burgess 3-Volt "A" Battery Pack, 3—45 Volt "B" Batteries and 1—22 1/2 Volt "C" Battery..... **\$49⁹⁵**

Table Model S-82
With Tubes, Eveready Air Cell "A" Battery; 3—45 Volt "B" Batteries and 1—22 1/2 Volt "C" Battery..... **\$55⁰⁰**

This Cabinet has Space for Batteries

All the "A", "B" and "C" Batteries can be placed inside this cabinet making it a complete, Compact Single Unit. A neat convenient arrangement. The larger size baffle in combination with the full size Orthovox Speaker provide better tone. Attractively designed Cabinet made of Walnut and Gumwood. Walnut center panel. Striking grille backed with gold silk grille cloth. Two-toned oriental wood overlaid arch panel. Fluted side pilasters. Ends are gracefully bent into top. Fine hand-rubbed lacquer finish. Cabinet Size;—18 3/4" high, 19" wide, 10 3/4" deep.

Table Model S-84
With Tubes, Burgess 3 Volt "A" 3—45 Volt "B" and 22 1/2 Volt "C" Batteries..... **\$54⁵⁰**

Table Model S-83
With Tubes, Less Batteries..... **\$44⁵⁰**

Specifications

Highly efficient Superheterodyne circuit with newest patented features. Tunes 175 to 565 Meters. Gets all American, Mexican and Canadian Broadcasts and upper band Police Calls. Full vision illuminated Tuning Dial, makes tuning quick and simple. Sharpest Selectivity, positive separation of stations on adjoining wave bands. Extreme Sensitivity, brings in distant stations with full Volume. Automatic Volume Control, insures even volume, reduces "fading." Full Range Tone Control, permits you to select Tone Pitch and reduces "Static." Six low drain Newest

Type Tubes: 1—1A6; 1—30; 1—32; 1—33; 1—34; 1—5E1. Draws only 1/2 ampere "A" current and only 20 milliamperes "B" current. Automatic filament voltage regulator permits optional use of,—3-volt Dry "A" Battery, 2-volt storage Battery or Eveready Air Cell Battery,—without circuit change. Lengthens life of tubes and conserves battery current. New model Orthovox permanent magnet motor Dynamic Speaker. (6" size on Table models, 8" size on Console model), reproduces with lifelike, faithful, true High Fidelity and rich, clear, full toned volume.



TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Table Model S-80
With Tubes—Less Batteries
List Price \$39.95
Dealers Net Price..... **\$19⁹⁵**

Large Table Model S-83
With Tubes—Less Batteries
List Price \$44.50
Dealers Net Price..... **\$21⁹⁵**

Battery Kit Complete
With Burgess "A" Pack
Dealers Net Price..... **\$5³⁵**
See Opposite Page for Eveready Air Cell Kit

Superheterodyne

All the Newest Patented Features

Finest Broadcast Reception

Tremendous Volume — Full Tone

Dependable Quality at Extremely Low Cost

These powerful and efficient 6 Tube Superheterodyne Battery Receivers bring you the very finest Radio Reproduction. Operate anywhere absolutely independent of Power Line Current. Quickly and easily installed, they provide long trouble-free entertainment at very low cost. Just connect up the batteries, antenna and ground and the stations come rolling in. No fuss, no bother. Nearby or distant stations come in with all the volume you will ever want. The extreme sensitivity of the highly developed superheterodyne circuit guarantees "Coast to Coast" reception under practically all conditions. Stations on adjoining wave channels are sharply separated, no interference, no overlapping. Matchless tonal quality with High Fidelity. All the Newest Patented Features; — Automatic Volume Control, insures even volume, "Fading" is minimized and

"Blasting" when tuning from station to station is eliminated; — Full Range Tone Control, for Personalized Tone Pitch Selection, greatly reduces "static" interference; Automatic Filament Voltage, Regulation, lengthens life of tubes and conserves battery current. Easy to tune Full Vision Illuminated Dial. Tuning Range from 175 to 560 meters covering the entire Broadcast Band and the upper Police Call channel.

The Six Tube Console model is the ideal battery receiver for unwired homes where fine performance on the broadcast band is all that is desired. The exquisite walnut console cabinet is strongly built with a roomy shelf to hold all of the batteries. The spacious provision for accommodating the battery equipment will appeal to every one, who has ever experienced the disorderly disarray of external batteries.

Console Model S-85
With Tubes \$5950
Less Batteries

Model S-87 With Tubes and Batteries Includes
Eveready Aircell "A," 3—45 Volt
"B" Batteries and 1—22½ Volt "C"
Battery \$7450

Model S-86 With Tubes, Burgess 3 Volt "A" Battery,
3—45 Volt "B" Batteries and
1—22½ Volt "C" Battery \$6950

Orthovox Speaker

Equipped with the superior new model Orthovox permanent magnet Motor Dynamic Speaker which has unusually fine tone quality. Full, rich, vibrant and clear, it reproduces with all of the excellent qualities of a concert dynamic speaker. As the Orthovox is a permanent magnetic type of speaker it requires no field current and consequently does not add an additional load on the batteries to increase "B" consumption and shorten battery life. Will handle a very high level of power and volume without distortion. The large size baffle of the acoustically correct console aids immeasurably toward the natural, brilliant recreation of the finest programs. The 8 inch Orthovox is standard equipment with the console model.

Latest Type High Gain Tubes

The new high-efficiency, low-drain tubes are employed in a superheterodyne circuit which incorporates the latest engineering developments. Type 1—A6 is the Modulator-Oscillator, type 34 Intermediate Frequency Amplifier, type 30 second Detector, type 32 first Audio Amplifier, type 33 Audio Power Output, and type 5E1 Voltage Regulator. This super efficient combination provides dependable long-range reception equivalent to that formerly attainable only with 7 or 8 tube receivers.

Has vernier type variable condenser which provides a simplified means for fine tuning. Three point rubber mounting of the variable condenser prevents any possibility of misalignment due to mechanical stress. Chassis is constructed of the best quality materials. All integral parts have been designed with wide margins of safety. Chassis base is formed of heavy gauge steel, cadmium plated for enduring finish and service.



Walnut Console

A distinctive new console model designed along tasteful conservative lines. Substantially built of genuine walnut. The front, top, and sides are of select straight grain walnut delicately shaded and hand-rubbed and polished to a fine lustrous finish. The pilasters are of beautiful figured burl walnut finished in a contrasting shade and attractively fluted at the top and bottom. A bird's eye maple overlay above the base adds an interesting touch of color. The extra large baffle provides a sounding board of generous proportions. The console is 38 inches high, 21 inches wide and 11½ inches deep. Fitted with a spacious shelf to accommodate all of the batteries. A fine piece of furniture that will add to the attractiveness of any room.

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THE RADOLEK COMPANY

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TEAR OFF This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Console Model S-85
With Tubes—Less Batteries
List Price \$59 50
Dealers Net Price.....

\$29.75

Battery Kit Complete
With Eveready Air Cell
Dealers Net Price.....

\$8.85

Opposite Page for Burgess Dry "A" Kit.

World Radio History

7 TUBE SKIP BAND



FOREIGN AND

"World Wide" Receiver

Two Wave Bands

18.7-57.1 Meters — Short Wave
175-560 Meters Broadcast and Police

Newest 7 tube Superheterodyne Circuit,—Superior Engineering and New type tubes gives 9 tube efficiency.
Great Sensitivity,—Receives distant stations with great volume.
Precise Selectivity,—Absolute separation of stations on adjoining wave channels, no overlapping, no interference.
High Fidelity,—Pure sweet perfect tones preserved and amplified with the Orthovox permanent magnet motor Dynamic Speaker.
Automatic Filament Voltage Regulation,—adds months of service to both Batteries and Tubes.
Automatic Volume Control,—insures reception with even volume, "Fading" is minimized and "Blasting" eliminated.
Full Range Tone Control,—For personalized Tone Pitch Selection, greatly reduces "Static."
Newest type Illuminated Airplane Dial,—makes station selection simple, fast, and sure.
7 New type Low Drain Tubes,—The greatest advance in the Technical Art of Radio.
Full Battery Operated,—no power current needed.
Choice of "A" Battery types,—uses either Dry Cell Batteries, Single cell storage Battery, or the Marvelous Long Lived Eveready Air cell Battery, without circuit change.

Table Model Receiver

Beautiful attractive cabinet, solidly constructed of choice genuine walnut. Center panel of rich butt walnut grain. Smart grille, backed with gold silk grille cloth. Curved fluted pilasters, trimmed at top and bottom with lighter contrasting stripes. Offset top. Elegant hand-rubbed soft brown walnut lacquer finish. Cabinet size: 14½" high, 12" wide, 7¼" deep. This cabinet does not hold the batteries.

Table Model S-90
With Tubes,
Less Batteries.....

\$49⁸⁵

Table Model S-91
With Tubes and Batteries.
Includes Burgess 3 volt "A", 3-45 volt "B" and 22½ volt "C" Batteries.....

\$59⁸⁵

Low Cost Operation

This Spacious Cabinet Accommodates All Batteries

NEW CABINET DESIGN

This Table Model Cabinet in addition to housing the 7 tube superhet Receiver chassis and speaker has space for all the batteries. Makes a complete unit. Very convenient and practical. No batteries or wires in the way. Solidly constructed of selected cabinet veneers. Center panel of beautifully grained genuine walnut. Arch of maple overlay in lighter contrasting shade. Fluted side panels. Walnut ends gracefully curved into the solid walnut veneer top. Rich hand-rubbed, soft walnut brown, durable, lacquered finish. Cabinet size: 18¾" high, 19" wide, 10¾" deep.



Table Model S-95
With Tubes and Batteries.
Includes Burgess 3 volt "A", 3-45 volt "B" and 22½ volt "C" Batteries.....

\$63⁵⁰

Table Model S-94
With Tubes,
Less Batteries.....

\$53⁵⁰

Specifications

Newest 7 tube Superheterodyne Circuit, Superior Engineering and new type tubes provides 9 tube efficiency—Two Wave bands, switch controlled. Tunes 18.7-57.1 meters, Foreign and U. S. Short Wave Stations.—175-560 meters, American Broadcast and Upper Police Bands.—Newest Type Illuminated Airplane Dial, with high ratio vernier tuning, makes station selection simple, fast and sure.—Sharpest selectivity, positive separation of stations on adjoining wave channels, no overlapping, no interference.—Great Sensitivity, Receives distant stations with great volume and without forcing.—Automatic Volume Control insures pleasing reception with even volume, "Fading" is minimized and "Blasting" when tuning from Station to Station is eliminated.—Full Range Tone Control.—For personalized

Tone Pitch Selection, greatly reduces "Static".—Seven Low Drain newest type Tubes: 1—10B Modulator-Oscillator; 1—34 I.F. Amp.; 1—30 as Detector; 1—32 First I.F. Amp.; 1—30 as Second R.F. Amp.; 1—34 as Audio Amp; 1—(6-1) voltage regulator.—Draws only .62 amperes "A" current, and only 23 milliamperes "B" current.—Automatic Filament Voltage Regulator lengthens life of tubes and conserves battery current. Permits optional use of 3 volt Dry cell Battery, 2 volt single cell storage Battery or the wonderful Long Lived Eveready Air Cell Battery, without circuit change.—New Model Orthovox permanent magnet Motor Dynamic Speaker, (6" size on Table models, 8" size on Console model). Reproduces with life-like High Fidelity and rich, full-toned volume. Vastly superior tone quality.

Newest type design make this a receiver with performance far surpassing any previous battery models

TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Table Model S-90
With Tubes, Less Batteries
List Price \$49.85
Dealers Net Price.....

\$25⁹⁵

Large Table Model S-94
With Tubes, Less Batteries
List Price \$53.50
Dealers Net Price.....

\$27⁴⁵

Battery Kit Complete
With Burgess Dry "A"
"B" and "C" Batteries
Dealers Net Price.....

\$5³⁵

BATTERY SUPERHET

AMERICAN

New Patented Features

Long Range Reception

Pure High Fidelity Tone

Completely Operated by Batteries

The 7 tube Skip Band Battery Superhet with its marvelous 9 tube performance brings to you "World Wide" Radio Entertainment, Amazing Power and Long Range Reception.—A Receiver fully Battery operated that incorporates all the newest and latest improvements used in the most modern electric receivers.—Two separate Wave Bands;—18.7 to 57.1 meters for the most interesting Foreign and U. S. Short Wave stations; 175 to 560 meters for American Broadcast and upper Police Bands. All the Programs that interest the average person and at the most economical cost. This is positively the best value obtainable in a Battery Radio if you consider the amount and quality of entertainment you get per dollar invested, and the operating cost after the original purchase is surprisingly low—only a few dollars per year at most.

Nearby or Distant Stations come in with volume enough for the largest rooms. The Perfect High Fidelity Tone is sure to please the most critical musical ear. Positive selectivity with absolute separation of stations on adjoining wave bands. Automatic Volume Control insures even volume reception without "Fading" or blasting. Full Range Tone Control for Tone Pitch selection from low bass to high treble. Reduces "Static." Latest type full vision Airplane Dial.

Distinctive Console

Console Model S-97 **\$69⁵⁰**
With Tubes Less Batteries

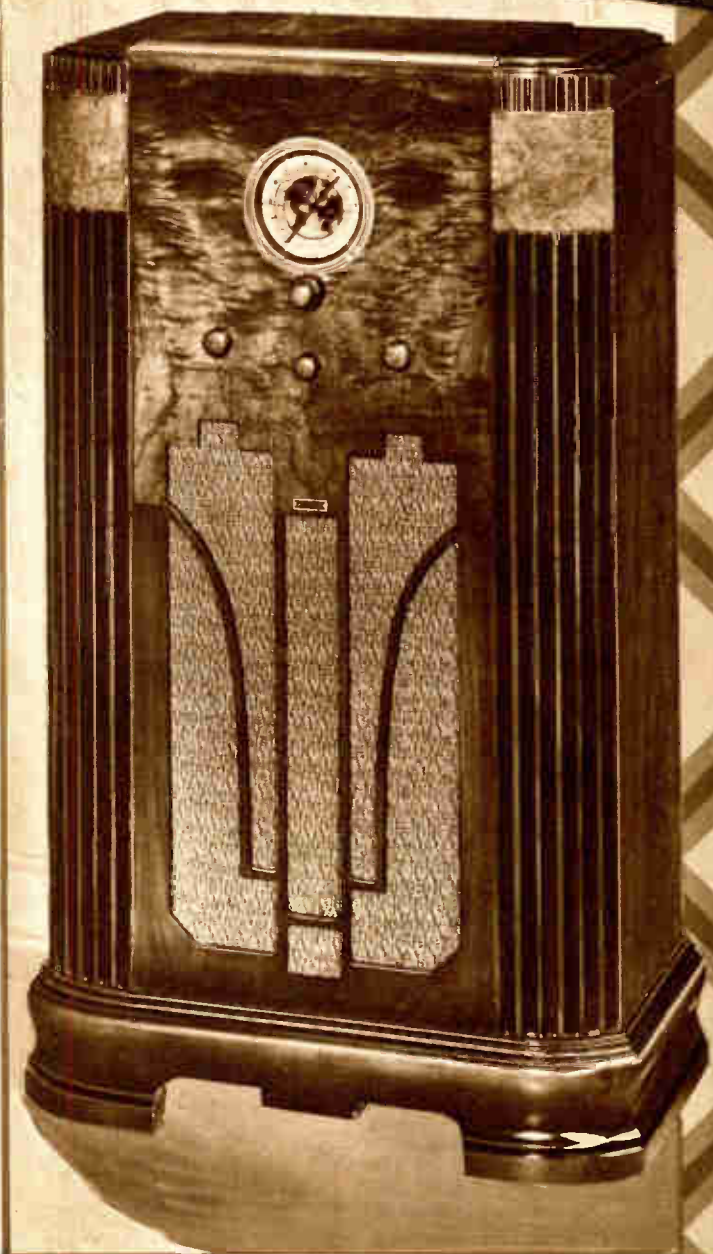
Console Model S-98
With Tubes and Batteries.
Includes Burgess 3 volt
"A", 3-45 volt "B" and
22½ volt "C" **\$79⁵⁰**
Batteries.....

Console Model S-99
With Tubes and Batteries.
Includes Eveready Aircell
"A", 3-45 volt "B" and
22½ volt "C" **\$85⁰⁰**
Batteries.....

An impressive, graceful console of very finest quality design and construction. Solidly built by skilled craftsmen. Center panel of richly grained genuine burl Walnut. Large speaker grille backed with rich gold silk grille cloth. The curved fluted pilasters, with bird's-eye maple crown in lighter contrasting shade and the set-back top add grace and charm to the distinctive console lines. Perfect acoustic design with large baffle area add to the fullness and richness of tone. Fine hand rubbed lacquer finish.

Equipped with the 8" size Orthovox permanent magnet motor Dynamic Speaker. This new speaker will amaze you with its pleasing tone and True High Fidelity reproduction.

Console size;—38" high, 20½" wide, 11½" deep. Shelf provides plenty of space for conveniently holding all of the batteries used. An attractive piece of furniture that will beautify any home.



City Entertainment for Rural Homes

These Receivers bring to the Rural and Suburban Home, Summer Cottage and isolated locations all the tremendously varied, marvelous entertainment that Radio offers. The Barriers of distance are magically annihilated. Programs from large cities, famous centers of entertainment, news, music, plays, speeches.—Entertainment of unending variety is yours. The very best at an astonishingly low cost.

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THE RADOLEK COMPANY

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TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover for Your Complete confidential Net Price List.

Console Model S-97
With Tubes—Less Batteries
List Price \$69.50
Dealers Net Price.....

\$36⁴⁵

Battery Kit Complete
With Eveready Air Cell
Dealers Net Price.....

\$88⁵⁰

World Radio His... Opposite Page for Burgess Dry "A" Kit.

10 TUBE ALL WAVE

"World Reception"

Foreign and American Short Wave Stations
American Broadcast. All Police Calls — Amateurs — Airplanes

Most advanced 10 Tube Superheterodyne Circuit,—All the latest Patented Engineering Features.

The most Powerful Battery Receiver,—Greatest Sensitivity, gets distant stations with tremendous volume.

Sharpest Selectivity,—Perfect separation of stations on adjoining channels, no overlapping, no interference.

Full Vision Illuminated Airplane Dial.—Four scales, one for each Wave Band. Easy and Certain station identification and selection, Micro-selective Vernier Tuning.

Automatic Volume Control,—You select volume level you like best and it is automatically held, "Fading" is minimized and "Blasting" eliminated.

Full Range Tone Control.—Select any pitch you prefer from deep bass to high treble, greatly reduces "Static."

High Fidelity,—Pure sweet perfect tones preserved and amplified with the Orthovox permanent magnet motor Dynamic Speaker.

Automatic Filament Voltage Regulator,—adds months of service to both Batteries and Tubes.

10 New Type Low Drain Tubes.—The newest type tubes in the most advantageous combination.

Full Battery Operation,—absolute independence from any outside power source.

Choice of "A" Battery Types.—Uses either Dry Cell Batteries, single cell Storage Battery or the Marvelous long lived Eveready Air Cell Battery,—without circuit change.

Walnut Table Model Cabinet.

Finest quality genuine Walnut Cabinet. Generative modern design. Skilled craftsmanship combined with sturdy durable construction. Center panel top and sides of figured flat cut Walnut. Gracious steel grille backed with gold silk cloth. Graceful fluted curved pillars. Smoothly offset top. Rich, enduring, hand-rubbed lustrous, burnish finish in soft brown tones. Cabinet size: 18" high, 15" wide, 11" deep. This cabinet does not hold the batteries.

Table Model S-100 With Tubes, less Batteries **\$79.50**

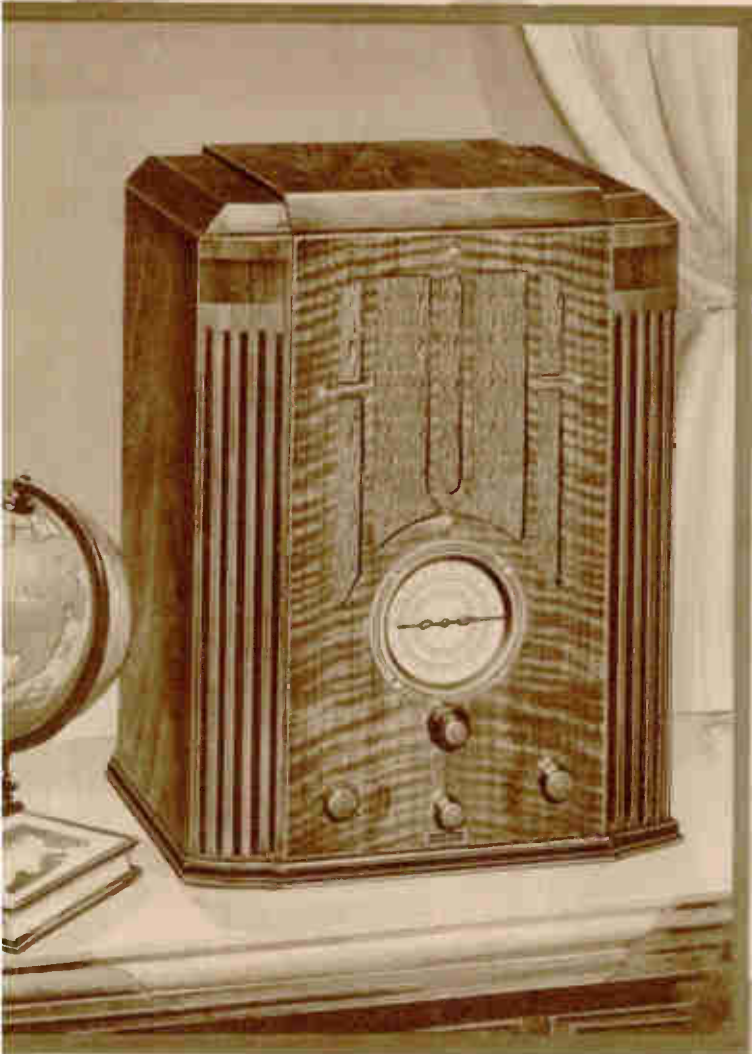
Table Model S-101 With Tubes and Batteries **\$89.50**

Table Model S-102 With Tubes and Batteries **\$95.00**

Includes Burgess 3 volt "A," 3—45 volt "B" and 22½ volt "C" Batteries.

Includes Eveready Air Cell "A," 3—45 volt "B" and 22½ volt "C" Batteries.

10 Tube All-Wave Battery Chassis



Specifications

Latest type 10 Tube Superheterodyne circuit. All the newest patented engineering features and newest type tubes insure most powerful performance with highest efficiency. — Four wave bands, switch controlled. Tunes 15 to 30 and 30 to 71 meters for thrilling Foreign and American short wave stations, 21-187 meters for amateur, airplane and all Police Calls, 180 to 560 for American, Canadian and Mexican Broadcast Programs. — Full Vision Illuminated Airplane Dial. Four scales one for each wave band. 22 to 1 ratio Micro-selective Vernier tuning make station selection, simple, fast and sure. — Sharpest Selectivity. Perfect separation of stations on adjoining wave channels, no overlapping, no interference. — Greatest sensitivity, receives distant stations with tremendous volume and without forcing. — Automatic Volume Control, you select volume level you like best and program is automatically held at that volume level regardless of changing atmospheric conditions. "Fading" is minimized and "Blasting" eliminated. — Full Range Tone Control. Select any pitch you prefer from deep bass to high treble. Perfect control at any

volume level. Reduces "Static." — 10 Low Drain new type Tubes: 1—600 Kt. R. F.; 1—100 Mm. Lator Oscillator; 2—50's as 1st and 2nd I.F.; 1—20 Detector and A.V.C.; 3—50 in Audio system, the last two in class "B" power output; 1—(6-1) as an Automatic Voltage Regulator permitting the optional use of 3 volt Dry Cell Battery, 3 volt single cell Storage Battery, or the wonderful long lived Eveready Air Cell Battery, without circuit change. Draws only .36 ampere "A" current, and 24 milliamperes "B" current. — High Fidelity Tone.

Chassis Supplied Separately

This latest Super-Chassis with its superb tone and amazing performance makes an excellent unit to replace obsolete chassis in fine old cabinets or for installation in special furniture. Price includes chassis, 8" Orthovox speaker, 10 tubes, 4 tuning knobs and escutcheon. Chassis size: 12" long, 4" high, 9" deep.

Chassis Model S-103 With Speaker, Tubes, Knobs and Escutcheon **\$69.70**



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Table Model S-100 With Tubes, Less Batteries List Price \$79.50 Dealers Net Price **\$41.00** See Next Page for Chassis Listing

Table Model S-101 With Tubes and Burgess 3 Volt "A," 3—45v. "B" and 22½ v. "C" List Price \$89.50 Dealers Net Price **\$46.75**

Table Model S-102 With Tubes and Eveready Air Cell, 3—45v. "B" and 22½ v. "C" List Price \$95.00 Dealers Net Price **\$50.25**

BATTERY SUPERHET

Wide" Four Bands

Complete Coverage from
15 to 560 Meters
The Finest Most Powerful
Battery Operated Receiver

The 10 tube All Wave Battery Superhet brings to you every type of Radio Program that you could desire to hear. Foreign Stations, American Broadcast, Amateurs, Airplanes and all the Police Calls. It is the most powerful, finest quality, Battery operated, Receiver we have ever seen. It equals or surpasses in performance the best A. C. operated receivers in its class, and the purchase cost is surprisingly low for such performance and quality. The operating cost after the original purchase is very reasonable—only a few dollars per year. In this Receiver, Radio again offers you all its wonderful Magic in Entertainment at a cost only a fraction of its value.

Outstanding Performance

To those who have struggled along with the old type obsolete battery receivers it will reveal power, selectivity and tone far beyond anything ever imagined. Nearby or Distant Stations with power and volume enough for medium sized auditoriums. The volume is perfectly controlled from a whisper to full amplification. Perfect tone quality over the complete tone range at every volume level. True High Fidelity Tone along with every other feature known to the finest Receivers. You can be assured that in this Battery Receiver you will have the very best of Radio Reception.

Console Model

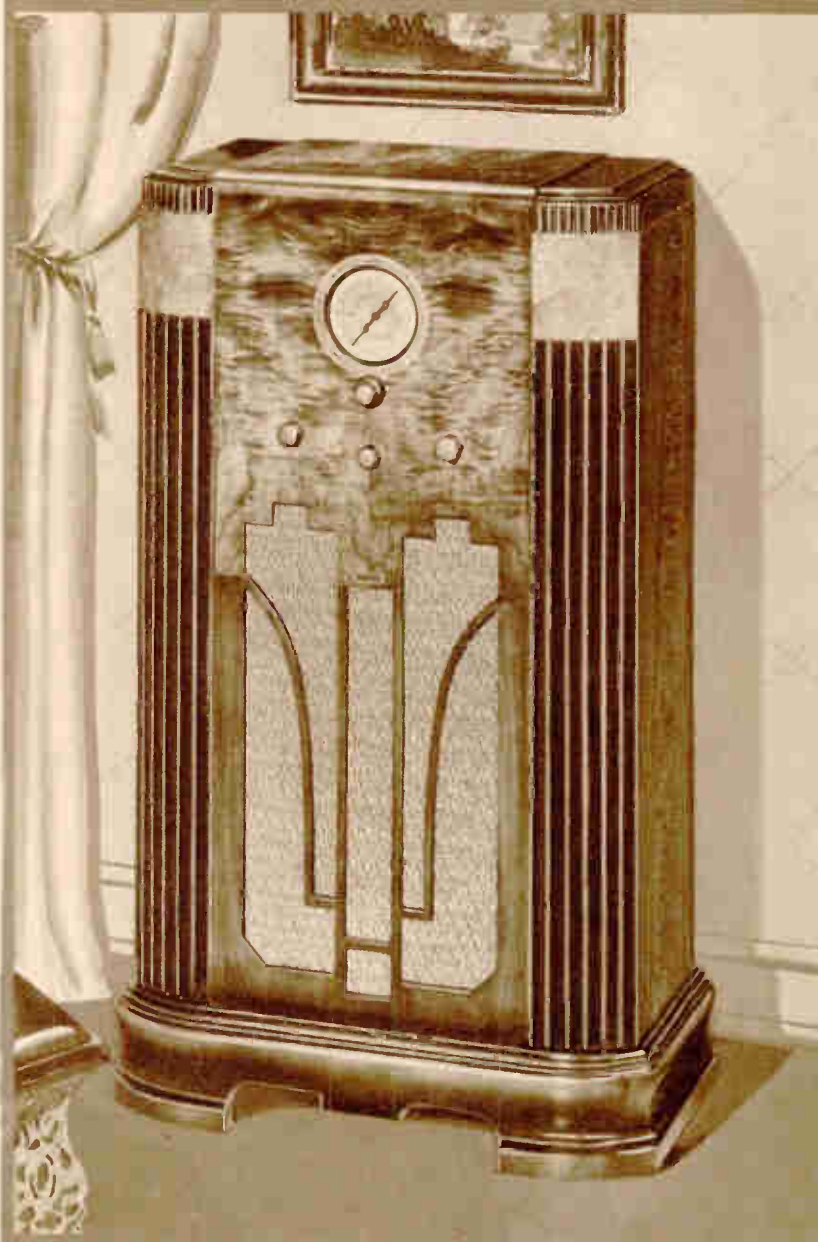
Beautiful Modern Design

Console Model S-105
With Tubes Less Batteries... **\$99⁰⁰**

Console Model S-107
With Tubes and Batteries..... **\$114⁰⁰**

Includes Eveready Aircell "A", 3—45 volt and 22½ volt "C" Batteries.

An unusually fine quality console in beautiful modern design. Solid, heavy durable construction. Center panel of richly grained genuine Burl Walnut. Gracefully curved fluted pilasters, with bird's-eye maple in lighter contrasting shade. Set back top. Fine handrubbed lacquer finish. Perfect acoustic design with large baffle area add to the fullness and richness of tone. Equipped with 8" size Orthovox permanent magnet motor Dynamic Speaker. True High Fidelity reproduction of most pleasing tone and with all the delicate overtones faithfully preserved. Console size: 38" high, 20½" wide, 10½" deep. Shelf provides plenty of space for conveniently holding all of the batteries used.



The Finest Entertainment That Radio Affords

True "World Wide" Reception. You choose from the wonderful variety of Radio Programs, Symphony Orchestras, Dance Music, News, Speeches, Church Services, Stage Players, Sport Events, etc. And then when you feel adventurous, turn to the Foreign Short Wave stations. Hear World-famous

Leaders of other nations speaking to their own peoples,—hear the traditional old world orchestras in their original performances. In addition, get the Police Calls, Amateurs, Airplanes, etc. in endless variety. Long Range Reception, Great Volume, True High Fidelity Tone, together with Easy Tuning.

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TEAR OFF This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Chassis Model S-103
With Speaker, Tubes, Knobs
and Escutcheon
List Price \$69.70
Dealers Net Price..... **\$35⁹⁵**

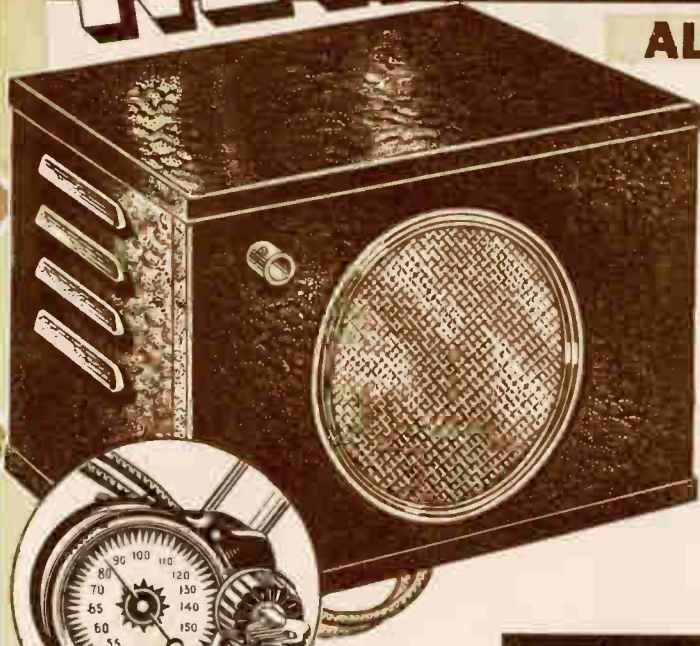
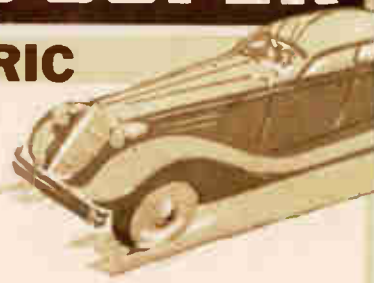
Console Model S-105
With Tubes Less Batteries
List Price \$99.00
Dealers Net Price..... **\$48⁹⁰**

Console Model S-107
With Tubes and Eveready Air Cell, 3—
45v. "B" and 22½v. "C".
List Price \$114.00
Dealers Net Price..... **\$57⁷⁵**

NEW AUTO RADIO SUPER

ALL ELECTRIC

Long Distance,
High
Powered
Reception
—•—
High Fidelity
Tone



Full Automatic Volume Control,—with all the flexibility and fast action so necessary for satisfactory automobile reception.
Uniform Performance at any speed.—The same superlative reception at 60 M.P., or standing still.

Illuminated Airplane Dial with Steering Post or Dash Tuning.—Steering Post mounting for any car, Dash Panels for all popular makes.

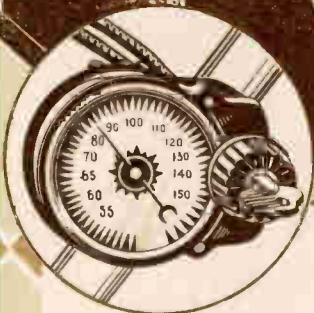
Power and Tone equal to Finest Home Receivers.
Amazing "Coast to Coast" Reception under fair night-time conditions.

Positive Selectivity.—stations on adjoining channels definitely separated, no overlapping, no interference.

Simple Compact Unit Design.—Easily installed in any make car.

Works on any type aerial.—Excellent results on any properly installed aerial with sufficient pick-up.

Spark Plug Suppressors.—not required on most late model cars.



Choice of
Steering Post
or
Instrument Panel Control

5 TUBE Superheterodyne = 7 TUBE EFFICIENCY

Model S-110
Complete with Tubes, Distributor
Suppressor and
Generator Filter **\$39.50**

The Magic of Radio with the Pleasures of Motoring

Are available to every automobile owner. This New Auto Radio Super can be installed in any make of Passenger car, Bus, or Truck. It receives Radio Programs with a volume and tone quality that rival the finest Home Receivers. Wherever you go, whatever your speed, the Programs come in clearly and distinctly. Every Broadcast Program is available. Night time range is "Coast to Coast." Daytime range is, of course, limited to that of corresponding Home Sets. Tuning is exceptionally smooth and easy. The new style illuminated airplane dial locates stations quickly and positively.

Specifications

5 Tube Superheterodyne Circuit with 7 tube efficiency. Tunes all Broadcast programs 200 to 550 meters. Extreme Sensitivity, better than one microvolt. Powerful Long Range, "Coast to Coast" reception with full volume. Precise Selectivity, —adjoining wave channels sharply separated. Three gang condenser. Pre-Selector. Automatic Volume Control, —minimizes fading and holds the volume to the selected level under practically all driving conditions. Illuminated Airplane Dial; makes instantaneous station selection easy and certain. Powerful Dynamic Speaker, with rich, clear, mellow tone. 3 1/2 watt Output. Very quiet operation. Spark Plug Suppressors may be entirely eliminated on installations in most late-model cars. The fully filtered Auto Radio Super Circuit requires only one Suppressor at the distributor and a filter condenser at the generator in most cars. Spark Plug Suppressors are sometimes necessary in older model cars where high tension leakage in various portions of the ignition system may cause noisy interference. 5 Newest Type High gain Dual Purpose Tubes:—2—6D8; 1—8A7; 1—75; 1—41. Current consumption averages only 4 1/2 amperes. Only two mounting holes required. Case size:—3 1/4" long, 6 1/4" high, 9" deep. Combined Volume Control—key switch to each Set to prevent tampering.



Instrument Panel Escutcheon Plates Available for Popular Cars

These plates add the "factory-installed" finishing touch when Tuning Control is mounted on the Dash.

Price Each **\$1.50**

Supplied for all popular makes of cars. Specify car on which plate is to be used.



For Tourists

Drive through the country, among lakes, over hills. Enjoy the finest Radio Programs as you motor along.



For Salesmen

Keep in contact with the World, no matter where you go. Long trips seem much shorter with this new Super in your car!



For Business Men

When making calls or on your way home from work, hear the latest news, market report, all the finest Radio entertainment!



For Farmers

This fine Radio installed in your truck will pay for itself by giving you the latest market prices and weather reports!

TEAR OFF

This perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Model S-110
List Price, \$39.50
Dealers Net Price.....

\$21.75

Complete with Tubes,
Distributor Suppressor and
Generator Filter.

Exquisite New Console Models

6 TUBE SUPERHET

FOREIGN SHORT-WAVE and AMERICAN BROADCAST

17 to 51—52 to 175—176 to 565 Meters

"World Wide" Receiver — Superlative Performance — Low Cost

A highly efficient 6 Tube Three Band Super Chassis in an attractive modern genuine Walnut Console. Receives most distant Broadcast stations with great power. Gets the most popular Foreign Short-Wave Programs, Amateurs, Airplanes and Police Calls. A new design circuit incorporating advanced engineering features, and using six newest type high gain tubes provide superlative performance that insures years of enjoyable trouble-free Radio Entertainment. Great Sensitivity insures greater distance and tremendous volume, precise Selectivity eliminates interference. Air-

plane Dial insures easy tuning. An 8" Super Dynamic Speaker mounted on the large baffle of this acoustically perfect console provides full rounded tone of true Fidelity. Sturdy, graceful, modern Console. Top and panel-arch is of "V" matched walnut. Pillasters are offset and rounded on top. In keeping with the modern trend the console is without legs, and rests on a base of new design. Additional beauty is given by the lustrous hand-rubbed piano finish. Console size: 23" wide, 38" high, 11 1/4" deep.

Console Model S-115
Complete with Tubes..... **\$63.00**

Specifications 6 Tube Dual Wave Super

6 tube superhet with 7 tuned circuits. Tunes 3 bands, 17-51, 52-175 and 175-565 meters. 3 gang tuning condenser, rubber floated. Automatic Volume Control. Full Range Tone Control. Illuminated Airplane Dial. 8" Super-Dynamic Speaker. New type

High Gain Tubes: 1—6A7; 1—6D6; 1—75; 2—42; 1—80. R.C.A.—Hazeltine licensed. For 105-120 volt, 50-60 cycle A. C. Note. The Specifications of this chassis are identical with chassis on next page except that the Band Spread Feature is omitted.



7 WORLD-WIDE SUPER WITH BANDSPREAD TUNING TUBE SHORT-WAVE AND BROADCAST BANDS FOREIGN RECEPTION GUARANTEED

Three Bands 17 to 51—52 to 175—176 to 565 Meters
9 Tube Performance — 7 Watt Output

This bigger, better, more powerful 7 tube receiver, with its clearer tone and super-selectivity, gives you enjoyable short wave and highest quality broadcast reception. It assures you of life-like brilliant tone superior to any receiver in its price class. Greater tone range—more overtones. You will hear every instrument, every voice, every inflection of speech. New delights, greater entertainment with world-wide reception of Foreign stations, Ama-

teurs, Airplanes, and all Police Calls. The use of new type tubes operating at peak efficiency in a new Superhet Circuit develops tremendous undistorted power. Tunes Three CONTINUOUS WAVE BANDS from 51 to 565 Meters. An additional feature is Band S-p-r-e-a-d Tuning, which makes station separation much easier. This Deluxe Receiver with ALL its modern features and its lower price represents superb radio value.

Console Model S-117
Complete with Tubes..... **\$74.50**

Massive Console

Up-to-date,—it combines quality, with beauty and modern style. The curved pilasters of genuine walnut, the offset top of burl walnut, the attractive instrument panel, the strong construction, and the beautiful hand-rubbed finish, are of a quality found only in the more expensive cabinets. The large baffle and perfect acoustics assure you of highest tone fidelity. Console size: 23 1/2" wide, 37 1/4" high, 11 1/4" deep. For use on 105-120 volt, 50-60 cycle A. C. A fine piece of Furniture. Radio Entertainment of outstanding Merit.

Specifications

New 7 Tube Three Band Superheterodyne with 9 tuned circuits. Very Sensitive, 10 k.c. Selectivity. Automatic Volume Control. 5 Gang Bandspread Condenser. Full Range Variable Tone Control. Heavy Duty 8 1/2" Dynamic Speaker. New type high gain Tubes: 1—80; 2—42; 1—85; 2—6D6; 1—6A7. Tremendous power. Push-pull, 7 Watt output. Illuminated Airplane Dial; with separate pointer for Band S-p-r-e-a-d Tuning. See page 7 for illustration and more detailed specifications of chassis.



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TEAR OFF

This perforated Net Price Strip, when attached, returns Properly Covered Labels for your complete confidential Net Price List.

6 Tube Console Model S-115
List Price \$63.00
Dealers Net Price.....

\$31.85

7 Tube Console Model S-117
List Price \$74.50
Dealers Net Price.....

\$39.50

World Radio History

6 T W B E

Three Band with Bandspread Tuning

DeLuxe Superheterodyne

Tunes Amateurs, Airplanes,
Foreign Short Waves

17 to 51—52 to 175 Meters

Domestic Broadcast and Police

175 to 565 Meters

Six new Type Tubes with 8 Tube Efficiency,
—in newest Superheterodyne with 7 tuned
circuits.

Illuminated Airplane Dial with 96 to 1 Ratio
Band Spread Tuning,—gets Short Waves as
easily and sharply as Domestic Broadcasts.

Great sensitivity,—gets distant stations with
Full Volume.

Precise Selectivity,—Better than 10 kc selectivity
with 5 gang tuning condenser, no over-
lapping, no harmonics.

Automatic Volume Control (A.V.C.),—Main-
tains even volume, no blasting, reduces "fad-
ing."

Full Tone Control—For Individualized Tone
Pitch Selection, controls "static."

Super-Dynamic Speaker,—Full Volume with
sweet clear tones.

Table Model S-120 **\$49⁷⁵**
Complete with Tubes.

Beauty with Performance

Greater volume, greater distance, better selectivity! An absolutely new receiver both in engineering features and cabinet design! Its performance is sure to please careful buyers. Its appearance will gratify the most artistic taste.

Gets Foreign Reception that is thrilling and enjoyable. Stations come in sharp and clear. The bandspread tuning feature enables anyone to get all the important foreign stations from 17 to 175 meters, easily. Amazing Long Range reception on Broadcast and all Police bands, with full volume and perfect tone quality. The Magnificent Cabinet is of the very newest and latest design. Straight modern lines that produce an unusually pleasing effect. Front panel is a beautiful "V" matched walnut overlay, which is gracefully curved and extends over the top. All top edges rounded. Attractive grille with center overlay in contrasting lighter tone.

Gold silk grille cloth. Cabinet size: 14 $\frac{1}{4}$ " high, 12 $\frac{1}{2}$ " wide, 8 $\frac{3}{4}$ " deep.



Separate Chassis for Modernizing

Three Wave Bandsread Superheterodyne. Sturdy fully shielded steel chassis, cadmium plated. Newest Patented Engineering Features 5 Gang Condenser (3 regular gangs, 2 bandsread gangs). Complete with — escutcheon — four tuning knobs—6 new High Gain Tubes: 1—6A7; 1—6D6; 1—75; 2—42's; 1—80;—6 $\frac{1}{2}$ " Super-Dynamic Speaker. Chassis size;—10 $\frac{3}{4}$ " wide, 6 $\frac{1}{8}$ " deep, 6 $\frac{1}{4}$ " high. Chassis Model S-121

Complete..... **\$43⁵⁰**

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the perforated Net Price Strip, when selling Retail Prospects. Preserve Cover "B" for your complete confidential Net Price List.

Table Model S-120
List Price \$49.75

\$25⁹⁰

Dealers Net Price..... **With Tubes**

Chassis Model S-121
List Price \$43.50

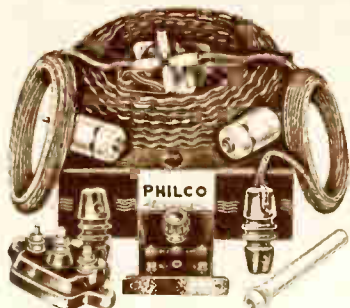
\$22⁵⁰

Dealers Net Price..... **With Tubes**

ALL-WAVE ANTENNA KITS

Greatly Improve Short-Wave Reception

New PHILCO All-Wave Antenna



A Dual Aerial for Reception at Maximum Efficiency of Short-Wave or Broadcast on All-Wave or Dual-Wave Receivers.

Reduces interference on All Wave Bands. Combines two aerials, connected through an Antenna Transformer to a Low Impedance Transmission Line Lead-in. Scientifically engineered. Has real merit that can be definitely demonstrated. Philco advertising makes it easy for you to sell this system.

3F2093—Philco Code 40-5013.
List Price, \$7.50
YOUR PRICE \$4.41

The Kit Includes:

- 1—17 ft. and 1—43 ft. length Str.
- 7 22 bare copper wire soldered to 75 ft. twisted pair transmission cable of No. 22 stranded copper wire, rubber covered and with overall braid;
- 1—Weather-proof Antenna Transformer.
- 1—Set transformer with switch;
- 1—Doublet lightning arrester;
- 2—Nail knobs;
- 2—Porcelain insulators;
- 1—Porcelain wall tube; Instructions.

Two Separate Aerials

Two lengths of aerial are used—one 17 feet long which tunes the 20 meter band (15 m.)—the other 43 feet long; is an untuned aerial for efficient reception of all other frequencies. A weatherproof Antenna Transformer efficiently matches either section of the aerial to the low impedance transmission line. Pickup of noise by lead-in is eliminated. A Set Transformer adjusts the Antenna System through a two position switch for short waves or standard broadcast.

RCA "World-Wide" Double Doublet Antena Systems

For reception of Short-Wave or Broadcast on All-Wave or Dual-Wave Sets

(Consists of two separate dual (doublet) types of aerials—two 29 ft. long and two 16½ ft. long—connected to a duplex transmission lead-in which is coupled to the receiver through a set coupling transformer. The resonant points of the system are so peaked that the signal response is relatively uniform on the most important short-wave bands. For standard broadcast reception the set coupling transformer automatically converts the effective antenna form to a conventional "T" aerial.

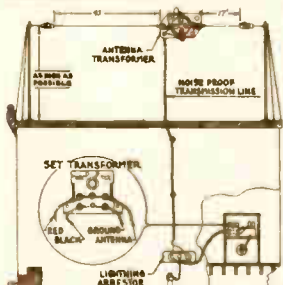
Both the 9500A and 9555



Price List

3F2085—Model 9500-A
(Has no antenna transformer.)
List Price, \$8.00
YOUR PRICE \$3.53

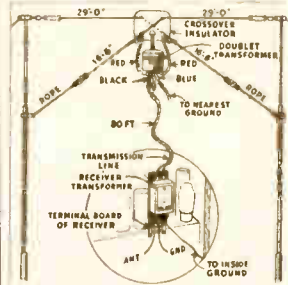
3F2086 DeLuxe Model 9555. Exactly the same as above kit except with fully shielded and moisture proof Antenna Transformer. Provides more efficient noise elimination on the standard broadcast band.
List Price, \$7.75.
YOUR PRICE \$4.56



Philco and Radolek Dual Antenna Installation Diagram.

Radolek, R.C.A. and Philco All-Wave Aerials Improve Reception

Every All-Wave or Dual-Wave Radio Receiver requires an efficient aerial of the latest modern design. It is impossible to obtain best performance with the old type of aerial commonly used with broadcast receivers. In fact the short-wave circuit of most all-wave receivers is nearly useless unless connected to an aerial system especially designed for short-wave as well as for broadcast reception. Radolek, R.C.A. and Philco All-Wave aerials intensify weak signals and eliminate noise and local interference on all bands. With these high efficiency aerials more stations on all bands can be received. For use with any A.C. or battery operated All-Wave or Dual-Wave receiver.



R.C.A. and Radolek Double-Doublet Installation Diagram.

Radolek All-Wave Dual Antenna System



3F2097—List Price, \$7.50
YOUR PRICE \$3.27

A dual aerial for reception at maximum efficiency of short-wave or broadcast on All-Wave or Dual-Wave Receivers.

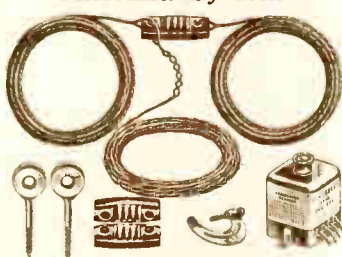
Two lengths of aerial wire are employed—one of 17' and the other 43'. The shielded weather-proof Antenna Transformer correctly matches either section of the aerial to the low impedance lead-in. The Set Transformer permits adjusting the antenna through a two position switch for either regular broadcast or for short-waves. Installation diagram giving all details shown above.

The Kit Includes:

- 1—18' and 1—43' roll of stranded 7/22 bare copper wire;
- 75' twisted pair transmission cable of rubber-covered No. 22 stranded copper wire with overall weather-proof braid;
- 1—Antenna Transformer;
- 1—Set Transformer;
- 1—Doublet Lightning arrester;
- 2—Nail knobs;
- 2—Porcelain insulators;
- 1—Porcelain wall tube; Instructions.

We guarantee that the quality of materials supplied and efficiency of Radolek All-Wave Antenna systems equal or surpass that of similar kits advertised at higher prices.

Radolek All-Wave Doublet Antenna System



Assembled and Soldered—Ready to Hang

3F2090—Kit Less Set Coupler.
List Price, \$2.50. **YOUR PRICE 97¢**

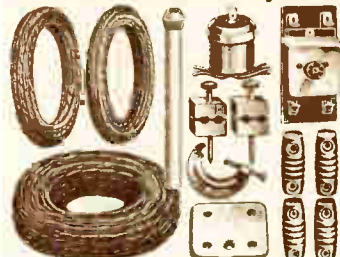
3F2091—Kit with Set Coupler.
List Price, \$3.50. **YOUR PRICE \$1.79**

3F2092—Set Coupler Only.
List Price, \$1.50. **YOUR PRICE 84¢**

For the reception of short-waves and broadcast with All Wave or Dual-Wave receivers. The doublet antenna construction greatly increases the strength of the short-wave signals. Two 22-ft. aerials are connected to a weather-proof twisted pair lead-in which is connected to the receiver through a shielded set coupling transformer. The signal is brought down without loss of energy or interference pickup. A manual capacity adjustment on set coupler permits compensation for all antenna and receiver impedance variations.

Contents of Kit: 2—25' lengths of No. 16 solid enameled copper wire; 35' of Duplex Lead-in of No. 19 solid enameled copper wire double cotton served with braid overall; 1—Receiver Coupler; 3—Porcelain Insulators; 2—3" Stand-off Insulators; 1—Ground Clamp; Instructions.

Radolek All-Wave Double-Doublet Antenna System



Guaranteed to provide the maximum results with any All-Wave or Dual-Wave radio under all receiving conditions.

Exactly duplicates the performance of higher priced nationally advertised double doublet systems. Aerials employed and installation details are illustrated in above diagram. A shielded weather-proof antenna transformer matches the aerials to the dual transmission line giving additional noise reduction on standard broadcast. Instructions included.

Without Antenna Transformer

3F2095—List, \$6.00
YOUR PRICE \$2.59

DeLuxe Model with Antenna Transformer
3F2096—List, \$7.75
YOUR PRICE \$3.36

The Kit Includes:

- 2—46½' roll of 7/24 bare copper wire;
- 80' transmission line of No. 20 Str. tinned copper wire, rubber covered and twisted together with overall weather-proof braid;
- 1—Ant. Transformer;
- 1—Set Transformer;
- 1—Crossover Insulator;
- 4—Porcelain Insulators;
- 1—Porcelain Tube;
- 1—Ground Clamp.


Keep Your Cash Register In Action

Snatch EXTRA DOLLARS out of the air selling and installing these new aerials. Every All-Wave or Dual-Wave radio in America Needs One. Every home with an all-wave set and every new radio set buyer is an immediate prospect! It's easy to tune in on these 1935 radio dollars by getting out of your customers' radio set what designers, engineers and manufacturers have packed into them—wonderful performance—a world of radio programs—fresh thrills—realistic reproduction.

A Special Message to Servicemen & Dealers

TELEPHONE
MONROE 5434

The
RADOLEK
COMPANY
601 3 W RANDOLPH STREET
CHICAGO



THERE'S PROFIT FOR YOU IN THESE PAGES!

Here is your copy of the Radolek Retail List Price Radio Set Catalog. Your Super Salesman that will help make YOUR 1935 season one of real Profit. You will SELL MORE RADIOS and earn GREATER PROFITS by concentrating on the sales of Radolek Radio Receivers this year.

This NEW CATALOG with its Retail List Prices assures you, the margin of profit to which you are legitimately entitled. Your Customer does NOT see your CONFIDENTIAL NET PRICES. They are at the bottom of each page, detachable, to be removed by you. Also the outer covers are arranged to be detached and kept by you as your convenient net price reference.

In this Book are grouped for you the finest selection of radio receivers in the country. The models shown are "the cream of the crop". Selected from hundreds of samples, tested and proven in our own laboratories, each one represents the supreme value in its respective class. Each receiver is attractively illustrated and is accurately described as to performance and technical detail. A radio for every purse and purpose. Every type, every model that is popular today. Your customers can readily select the exact receiver to suit their individual taste.

This is more than a Catalog: it is a complete Radio Set Merchandising Plan prepared to help you get your share of the profitable Radio Set business. Radio Set Sales are actively on the upgrade. More than 4,000,000 receivers were built and sold in 1934. The 1935 Radio Season is now getting under way in earnest, and it will be a bigger year than 1934. You will be well repaid if you concentrate on Radio Set Sales in 1935. You men who are servicing and maintaining old fashioned and obsolete Radio Sets for their owners, have at your finger-tips the hottest and liveliest prospective Radio Set buyers of all. Many of those old sets should be, and will be replaced this year. Your customers will want these new and better Radolek Receivers. Your customers have a high regard for your technical knowledge and skill. They will listen to your sincere recommendations with respect.

Show this Retail List Price Catalog to your Customers. It is merchandised so that it will do the selling for you—better still, it will enable your customers to sell themselves. Show them the fine illustrations from actual photographs of each receiver and let them read the descriptions and compare the models. You will find that your customers will be naturally attracted to the better-grade models on which you make substantially larger profits.

Radolek knows your problems—and, what is more, Radolek cares about them. For complete cooperation in making Radio Set Sales, hook up with Radolek for 1935.

Cordially yours,

The Radolek Company



THE RADOLEK GUIDE TO RADIO PROFITS