

Special Supplement

RECEIVERS & ACCESSORIES

*There's always a reason
for success*

Take the success of Lafayette Radio Receivers, for instance. Here is a fine, newly-styled, all-electric radio receiver. It is well built, sturdy—with unusual construction and technique that gives splendid reception.

We cooperate with our dealers from every possible angle. We make it WORTH THEIR WHILE to handle Lafayette—in more ways than one. We help to create actual sales and show them how to build a business. That's our job and we do it! No wonder our dealers stick with us and make money.

HERE ARE THE FACTS:

1. You get a dealer's discount of 50% off the list price.
2. You have your choice of a big selection of newspaper advertising. Free mats for insertion in your local paper. Room in each ad for your own name. All advertisements prepared by a \$50,000 a year advertising expert.
3. You get a free selection of splendid consumer literature, directly prepared to sell the Lafayette Receiver to your customers.
4. Low list price. By pricing our sets very moderately, we give you a chance to meet and beat competition. Our low list prices for these fine electric models give you an opportunity to make some real money without cutting prices.
5. Expert technical and business advice. We are old hands at the business and give you some genuine help. Sound advice is yours for the asking.

The Lafayette Minute Man, as our dealers are commonly called, holds an enviable position in his community. He is often the leading radio dealer. You can step into that place, too. It is just a matter of grabbing a chance when you see it.

Get the Lafayette franchise for your locality. It is valuable!

**THE SEASONS
OUTSTANDING
VALUES AT
THE LOWEST
WHOLESALE
PRICES**

WHOLESALE RADIO SERVICE CO.

INC.

6 CHURCH STREET

New York City

NOW! Wholesale Offers YOU

The New

LAFAYETTE

It is with great pride that Wholesale Radio presents to you for the first time, THE RADIO RECEIVER of the season—

THE LAFAYETTE A. C. 8

The Lafayette represents a significant step forward in the design of radio receivers. It is a perfect "all electric" set in accordance with most advanced scientific principles of radio reception.

Do not be misled. An "electric set" is only an electric set when it employs A. C. tubes. The Lafayette uses eight of them—four 226, one 227, two 171A and one 280. Some so-called electric sets employ the regular 201A type of tube with A and B eliminators. This is merely a substitute for the true electric set and cannot compare with real A. C. operation.

The Lafayette A. C. 8 is compact, powerful, selective and requires less attention than any other type of receiver. It is unusually simple to install, and once installed, requires no further attention other than

opening the switch and turning the tuning knob. Music at your command instantly, from a whisper to a roar. An exclusive compensating control makes possible extreme selectivity and great distance.

We have tested the Lafayette A. C. 8 against nationally known A. C. sets and can honestly say it is equal to all and superior to many. The circuit employed makes the Lafayette extremely sensitive and selective. Tone quality is unsurpassed and it is all due to the DYNAMIC PUSH-PULL amplifier using the new "A" metal transformers. With this system of amplification both the magnetic cone and the NEW DYNAMIC CONE speakers may be used with the assurance that every delicate shading of music will be perfectly reproduced.

Lafayette receivers are housed in cabinets of rare and expensive woods, little known but a short time ago. They are distinctly a creation of the present age and a reflection of the thoughts and trends of the times. They can be obtained with the NEW DYNAMIC SPEAKERS or with magnetic cone speakers of the finest type.

So sure are we the Lafayette will meet with your approval that we are willing to let you try one for thirty days. If at the end of this period you feel that the set does not perform as we claim it will, you may return it to us and the purchase price will be promptly refunded.

Lafayette Guarantee

Every Lafayette Receiver is unconditionally guaranteed to be free from defects in workmanship and material. Should at any time some parts prove defective, we will replace them without cost to you.

Wholesale Radio Service Co., Inc.

ON
30 DAYS
FREE
TRIAL

SINGLE ILLUMINATED DRUM CONTROL

Operated by a bakelite knob, this control is like velvet in its action. It has a positive friction drive which automatically takes up any wear. Absolutely no backlash. A pilot light illuminates the numbered scale and is connected with the switch to indicate whether the set is turned on or off.

DYNAMIC PUSH-PULL AMPLIFICATION

This system, which Lafayette uses in the most advanced manner, is recognized as the acme of audio frequency amplification. With it, it is possible to faithfully reproduce the piercing notes of the piccolo—the throbbing of the violin—the deep, booming bass notes of the organ—all with lifelike fidelity.

OVERSIZE POWER PLANT

This most important unit is an integral part of the Lafayette. It is of oversize design and so constructed as to withstand heavy overloads without endangering any electrical parts. A Hi-Lo switch, incorporated, takes care of line voltage variations in different localities. Every part in it is designed for a 100% overload.

"A" METAL AUDIO TRANSFORMERS

Heretofore these transformers were used only in broadcasting stations. This remarkable new metal is expensive, but Lafayette uses it because with it is possible tremendous volume without the slightest trace of distortion. These transformers are only used in receivers selling for \$500 or more.

Lafayette Model 43

ALL ELECTRIC A-C RECEIVER

No Better 8-Tube A. C. Receiver Made Regardless of Price!

LAFA YETTE Model 43 combining as it does the *finest* in radio engineering and the handiwork of the accomplished furniture craftsman is truly a *masterpiece*. This gorgeous cabinet is a combination of burl and stripped walnut five ply veneers. The doors are diamond matched walnut, and the outside and panel portion of the cabinet finished in burl walnut to harmonize when open and to blend when closed, resulting in a beautiful piece, either way. Finished in a beautiful hand-rubbed lacquer finish.

Put it in your home. If possible try it beside the best and most expensive equipment you can find. The round *full tones*, the ease of operation, the great power and *splendid selectivity* of this LAFAYETTE will astonish and *delight* even when compared with sets selling at double the price.

At the end of 30 days if you are not entirely convinced it is all we claim and more send it back and your money will be returned. All we ask is an opportunity for a LAFAYETTE to prove our claim.

Lafayette All-Electric 8 Tube Chassis

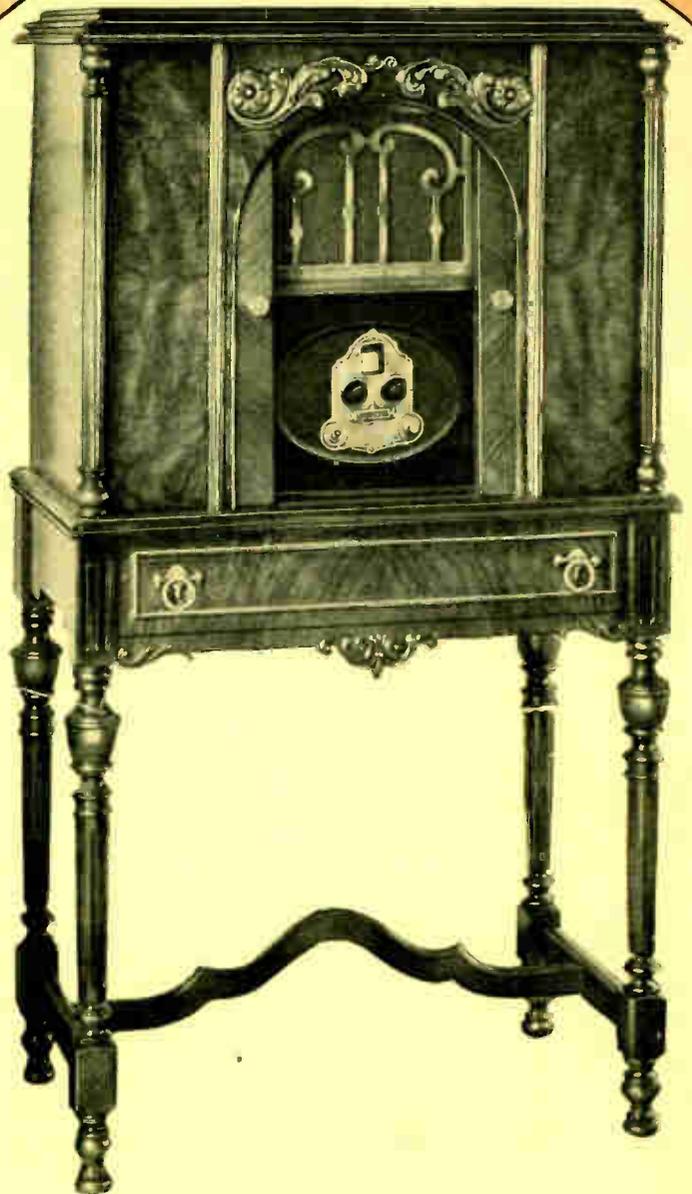
Efficient design of the LAFAYETTE chassis, with its perfect balancing produces peak efficiency from the lowest to the highest wave-length in the broadcast band, resulting in remarkable sensitivity and selectivity. Its audio system employing Push Pull Amplification provides a tone quality of unusual fidelity, while its power tube equipment results in a reserve of volume far in excess of all normal requirements. Each part used in its assembly is carefully tested for both its mechanical and electrical characteristics, assuring remarkable efficiency in the finished receiver.

Single Drum Control—Distance Range

Years of radio research stand in back of the LAFAYETTE A. C. 8. Employing 8 tubes, three stages of tuned Radio frequency makes it instantly responsive to the faintest impulses. It provides a distance range that will prove an ever-increasing delight. Its illuminated drum dial provides perfect control. The compensating device enables the operator to tune in distance with extreme ease.

Lafayette Model 43 with Licensed Magnetic Cone Speaker List Price **\$195**

Lafayette Model 43 with Dynamic A.C. Power Speaker—List Price... **\$225**



Dynamic Push-Pull Amplification

LAFAYETTE A-C-8

ALL ELECTRIC SHIELDED CHASSIS



A Laboratory Product— Commercially Produced

ALWAYS anticipating the need for better radio performance, we have perfected a line of radio receivers which is amazing for realistic tonal qualities and strikingly beautiful in appearance. The LAFAYETTE A. C. 8 All Electric Receivers are the result of vast engineering experience and intensive laboratory research. Neither time nor expense has been spared in the development of these fine receivers in order to achieve results that will satisfy the most critical buyer. The exclusive features of construction and refinements of design will instantly make a favorable impression on both the expert and layman.

Four Tuned Stages

The remarkable selectivity, unusual sensitivity and tremendous power of the LAFAYETTE A. C. 8 All Electric Circuit is due to the fact that **FOUR CONDENSERS AND FOUR COILS** are used in the radio frequency end. Some receivers on the market today employ three tuned stages and one **UNTUNED** stage. This is done in order to reduce costs, as it is infinitely more difficult to perfectly balance **FOUR TUNED STAGES** than it is to balance three stages. In addition there is **ABSOLUTELY NO WAY TO MAKE AN UNTUNED STAGE OF RADIO FREQUENCY OPERATE AS EFFICIENTLY AS A TUNED STAGE.** The use of an untuned stage is an admission that something is lacking in the engineering and design of a receiver.

Dynamic "A" Metal Push Pull Audio Amplification

It is admitted that the push pull method of audio frequency amplification is without doubt the finest yet developed. The LAFAYETTE A. C. 8 All-Electric Receiver not only uses this method of amplification but in addition employs the **NEW "A" METAL AUDIO TRANSFORMERS** to make this type of amplification still more efficient.

Heretofore this type of transformer was only used in the most costly of radio receivers and in the largest broadcasting stations in this country. This "A" metal is very expensive but through its use it is possible to construct a transformer that will reproduce perfectly all frequencies between 30 and 6000 cycles, so every delicate shading and nuance of music is lifelike in its fidelity. LAFAYETTE not only uses these transformers, but through an extremely novel output arrangement either a **DYNAMIC** or **MAGNETIC** reproducer may be used with the assurance that both types of speaker will deliver outstanding performance.

Single Dial Illuminated Drum Control

The LAFAYETTE single dial illuminated drum control is operated by a bakelite knob. A positive friction drive automatically takes up wear, so that there is absolutely no backlash. On the panel is mounted a beautiful bronze embossed escutcheon of which the pilot lamp and shade are integral parts. This illuminates the entire visible portion of the wave band readings, making station finding easy and greatly enhancing the appearance of the receiver.

Just below the control knob is an exclusive LAFAYETTE compensating device which enables the operator to tune in distance with extreme ease. At the right of the control knob is a similar knob the use of which enables the operator to control the volume from a whisper to a roar without losing any of the quality for which the LAFAYETTE is famous. Just below this knob is the "on and off" switch which controls both the receiver and the pilot lamp.

Lafayette A. C. 8 All Electric Chassis

List Price \$97.50

PUSH PULL POWER AMPLIFICATION

50% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 25% FOR CASH

LAFAYETTE

MAJOR A-C-8

ALL ELECTRIC RECEIVER



Eight Tubes For Tone—Power—Distance

ALL LAFAYETTE A. C. 8 Receivers employ eight tubes. Any lesser number would detract from the efficiency of a radio receiver and any greater number is simply uneconomical. Three stages of tuned radio frequency amplification and one tuned detector stage (four tuned stages in all) will bring in stations from all over the country. Two stages of audio frequency amplification, especially when the second stage employs two 171A power tubes in DYNAMIC PUSH PULL, will produce more undistorted volume than is needed. Tubes required are as follows:

Four Type 326 A. C. Tubes
One Type 327 A. C. Tube
Two Type 371 A Tubes
One Type 380 Rectifier Tube

Sensational Performance Tone and Volume

IN the MAJOR LAFAYETTE A. C. 8 All-Electric, you are offered the famous chassis described on the previous page, housed in a beautiful metal cabinet attractively finished in a crystalline russet bronze. At a price far below its actual value, it offers you the utmost in radio performance. Real A. C. operation, unusual selectivity, marvelous tone quality and tremendous volume. Its remarkable distance range and sensitivity enable you to cut right through the locals and bring in the distant stations without any critical adjustments. Station after station is brought in by merely turning the handsome illuminated drum control.

Marvelous Tone

Push pull power amplification has long been recognized as the ultimate in audio amplification. The use of two 171A tubes in the output, with full 190 volts on the plates together with the correct "C" bias gives the LAFAYETTE an undistorted output of over 2000 milliwatts. This is over three times the output of a single 171A tube. All this in addition to the wonderful new "A" metal transformers used gives the LAFAYETTE A. C. 8 All-Electric tone quality not equalled in receivers selling for three times the price of the LAFAYETTE.

Perfectly Balanced and Matched

The careful matching of all the component parts used in the LAFAYETTE A. C. 8 All-Electric Receiver and the perfect balancing of all the tuned circuits assures from each tube the utmost efficiency from the highest to the lowest wave lengths. Each part used is carefully tested for both mechanical and electrical characteristics BEFORE assembly, so that remarkable efficiency is assured in the finished receiver.

Perfect Light Socket A. C. Operation

The LAFAYETTE A. C. 8 All-Electric Receiver is designed to operate from the 105—120 volt 50—60 cycle house lighting circuit. All the inconveniences and annoyances of battery-operated receivers are eliminated. Real A. C. operation is offered to you in the new A. C. Tubes. The chassis is delivered to you as a complete unit that needs only the plugging into the electric light socket for instant operation. Your electric light current furnishes all the power needed, resulting in consistent performance.

Lafayette Major All Electric Receiver

List Price \$109.50

POWERFUL - SENSITIVE - SELECTIVE

50% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 25% FOR CASH

The Philharmonic A.C. Electric LAFAYETTE Model 114 *Radio's Finest Value*



An Exquisite Console

THE unusual beauty of the LAFAYETTE Model 114 well deserves the great popularity it enjoys. Exquisitely designed, its appealing beauty and distinction provide, at low cost, a radio receiver you may well be proud to have in your home. The beautiful matched diamond walnut doors inlaid with Carpathian elm, together with a graceful design, make this a most attractive cabinet.

The Famous Lafayette A. C. Receiver

The LAFAYETTE Receiver consists of four tuned stages, three tuned radio frequency, one tuned detector and two stages of audio the last of which consists of two 171A power tubes in dynamic push pull. Tunes by means of friction drive, single control. Coils shielded. Set is mounted on a gold-backed enamel pan entirely enclosing all circuits. The audio amplification is the finest that can be obtained and faithfully reproduces both the high and low notes. Two 171 power tubes in push pull are used. This makes the set capable of tremendous volume with faithful tone quality.

Try the Lafayette in Your Own Home

Try the LAFAYETTE in your own home where you can see exactly what it will do. You can send for a LAFAYETTE, try it for 30 days where you will be able to judge its merits and prove to yourself that the LAFAYETTE gives you the best value for your money and that you will have a radio that will give you the kind of entertainment you want.

Dimensions—height 45³/₈" , width 24¹/₂" , depth 16"

Lafayette Model 114 with Licensed Magnetic Speaker—List Price.....	\$225.00
Lafayette Model 114 with Dynamic Power Speaker—List Price.....	255.00

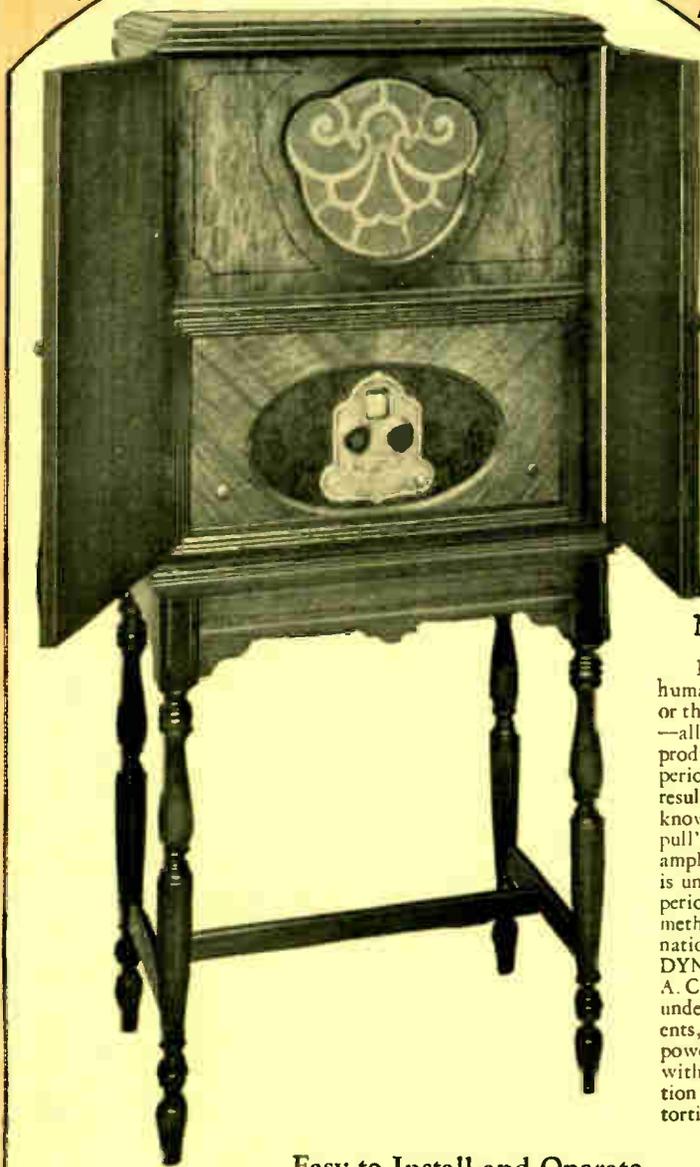


STARK REALISM

50% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 25% FOR CASH

Lafayette Model 107

ALL ELECTRIC A-C RECEIVER



THIS LAFAYETTE model contains the same wonderful chassis described on another page in this catalog. The Highboy Console illustrated here, is a *remarkably handsome* piece of cabinet work, specially adapted for LAFAYETTE.

Few furniture models make the impression that the "107" does with its two-tone finish and its matched panels of butt walnut with attractively designed overlays of satinwood.

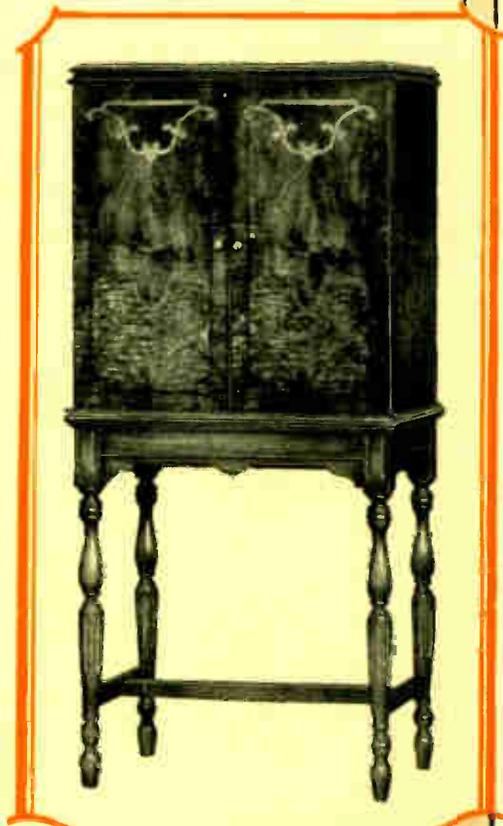
The "107" is a *highly efficient* electric receiver in a correctly designed highboy that will harmonize with the finest living room. A decorative grille end silk screen encloses the speaker in the upper compartment.

Long Distance and Power

The use of four stages of radio frequency, three stages of tuned and one tuned detector, gives splendid long distance reception. The tremendous power allows use of smaller aerial than is required by average sets. For ordinary purposes a few feet of wire on the floor or hung out the window is all the aerial needed. Regular aerial not necessary unless you desire unusually long distance reception.

Marvelous Tone Quality Dynamic Speaker

Every shading of sound is given in exactly the proper pitch. The human voice, the throbbing notes of the violin, the deep voiced organ or the piano selection—all are faithfully reproduced. This superior method is the result of what is known as the "push-pull" system of audio amplification, which is unquestionably superior to all other methods. In combination with the latest DYNAMIC POWER A. C. Speaker licensed under Magnavox patents, it gives full power on all notes with equal amplification and without distortion.



Easy to Install and Operate

The LAFAYETTE A. C. 8 Receiver is surprisingly simple to operate. Dial is illuminated by light from behind—making dial easy to read at all times. One dial only is used for tuning. Merely turn knob until wave length of station desired appears before indicator arrow—regulate volume exactly as you want it. It is just as simple to install. You need only attach set to aerial and ground wire, the plug into light socket, and your set is properly installed.

Lafayette Model 107 Complete with Licensed Magnetic Cone Speaker—List Price..... \$197.50

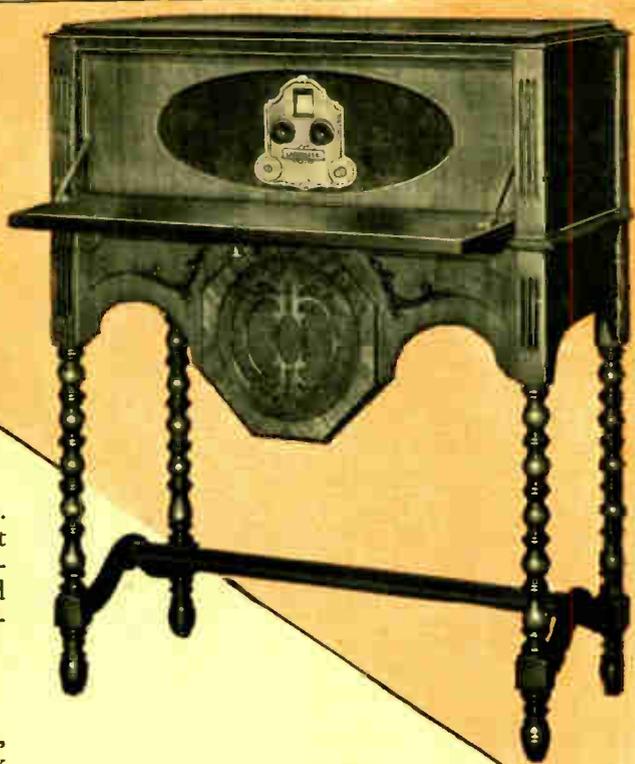
Lafayette Model 107 Complete with Dynamic A. C. Power Cone Speaker—List Price..... 227.00

Performance-Selectivity-Tone Quality

50% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 25% FOR CASH

LAFAYETTE

Electric Radio A.C. 8 MODEL 30



INCORPORATING the very latest in modern electrical engineering and mechanical design, the LAFAYETTE A. C. 8 All-Electric Chassis in this handsome and unusual console offers a combination that is a worthy addition in the most finely appointed home. This beautiful cabinet has a five-ply veneer burl walnut front. The speaker compartment is surrounded by a beautiful matched satinwood frame. It is sturdily built, and has a lid that raises and is finished in a beautiful hand-rubbed lacquer.

Marvelous Tone Quality

Equipped with a genuine licensed magnetic speaker, or a Dynamic Power Speaker (licensed under Magnavox patents) the LAFAYETTE A. C. 8 offers you the utmost in tone quality. It will faithfully re-create every delicate nuance of voice and orchestra. It brings to listening ears a range of tonal quality that covers the entire musical scale from the lowest to the highest notes. Both voice and instrumental music are reproduced with such lifelike fidelity that each instrument can be individually recognized.

Lafayette Model 30 with
Licensed Mag-
netic Speaker — \$177.50
List Price.....

Lafayette Model 30 with
Licensed Dynamic Power
Speaker—List Price..... \$206.00



LAFAYETTE A.C. 8 MODEL 225

HERE the LAFAYETTE Major A. C. 8 All-Electric Receiver is offered complete with a speaker table of the highest quality. This table provides the ideal setting for the Major Receiver. Its beautiful design and fine finish is in keeping with the licensed dynamic power speaker or the licensed magnetic cone, with which it is equipped. They combine beauty with utility and produce remarkable tone quality with fine appearance.

One Dial Control

You do not have to be an engineer to tune the LAFAYETTE A. C. 8 Receiver. By merely turning the knob which controls the handsome illuminated drum, you tune in station after station from all over the country and with surprising ease. A second knob allows you to control the sound from a whisper to full orchestral volume.

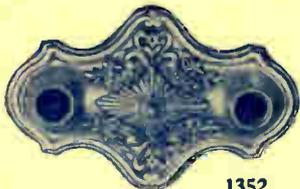
Lafayette Model 225 with Licensed
Magnetic Cone Speaker—List Price... \$148.00

Lafayette Model 225 with Licensed Dy-
namic Power Speaker—List Price..... 180.00

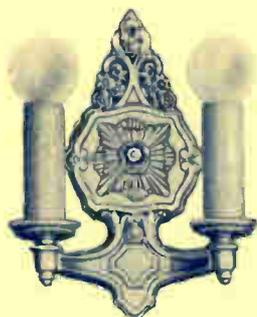
ALL-ELECTRIC OPERATION - NO HUM PUSH-PULL AUDIO

50% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 2% FOR CASH

The Vanity Bedroom Line



1352



1358



1353



1357



1351

The present day trend for use of color in bedroom and boudoir has inspired the creation of the vanity line.

The fittings presented vary from the neutral and refreshing tints of ivory and color to the soft colorful combination of gold and color. They will also be found very cheerful when used in sun parlor and breakfast rooms.

No. 1352—Two-light ceiling—full length 4½"—spread 11"—wired complete keyless.

List \$2.70, Net \$1.35

No. 1358—Two-light bracket—back plate 10x1¼"—full spread 6"—wired complete with inbuilt switch.

List \$3.60, Net \$1.80

No. 1353—Three-light ceiling fixture—full length 4½"—full spread 11"—wired complete keyless socket.

List \$3.60, Net \$1.80

No. 1357—One-light beam light—length 4½"—full spread 4"—wired complete with keyless socket.

List \$1.50, Net \$0.75

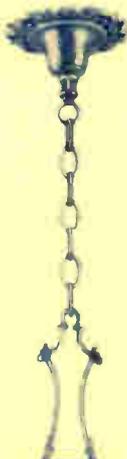
No. 1351—One-light bracket—back plate 10x1¼"—extends 3"—wired complete keyless socket and inbuilt switch.

List \$3.00, Net \$1.50

Valencia Fitments



8008



8005



8006



8007



8010



8001



8012



8013

The lighting fixture has outgrown the stage of merely furnishing light. It has become a decorative item, which, when properly selected, furnishes the most harmonious and cheerful effect.

The Valencia line, herein illustrated, is so designed and finished as to harmonize with the average interior decoration. It enables a selection for the entire home.

The material used is of the very best brass and is finished in gold and color, which is made to last a lifetime.

No. 8008—Two-light bracket—back plate 10½x1¼"—full spread 8"—wired complete with inbuilt switch.

List \$6.30, Net \$3.15

No. 8006—Five-light ceiling—length 11"—full spread 17"—wired complete with keyless sockets.

List \$14.30, Net \$7.15

No. 8012—One light beam light—length 10"—full spread 6"—wired complete with keyless sockets.

List \$4.70, Net \$2.35

No. 8005—Five-light ceiling fixture—length 36"—full spread 17"—wired complete with keyless sockets.

List \$14.30, Net \$7.15

No. 8007—Three-light ceiling fixture—length 9"—full spread 13"—wired complete with keyless sockets.

List \$9.80, Net \$4.90

No. 8010—Five-light candle fixture—length 42"—full spread 17"—wired complete with keyless sockets.

List \$14.30, Net \$7.15

No. 8001—One-light bracket—back plate 10½x1¼"—wired complete with inbuilt switch.

List \$5.00, Net \$2.50

No. 8013—One-light beam light—length 6½"—full spread 5½"—wired complete with keyless socket.

List \$2.70, Net \$1.35

Solid Brass Fitments



The great popularity of simplicity of design has been justly earned. It is the embodiment of the democratic spirit that is the foundation of our national greatness. In this line we offer the same fine quality and charming design heretofore found only in the highest price merchandise.

No. 1427—A one-light bracket extends 4½" —back plate 4½x7" —wired complete keyless socket and inbuilt switch. List \$3.10, Net \$1.55

No. 1429—Two-light candle bracket—back plate 4½x7" —spread 5½" —wired complete candle socket and inbuilt switch. List \$4.00, Net \$2.00

No. 1426—Five-light ceiling fixture—length overall 18" —fall spread 19" —wired complete keyless sockets. List \$15.50, Net \$7.75

No. 1425—Five-light fixture—length overall 36" —full spread 19" —wired complete key sockets. List \$16.00, Net \$8.00

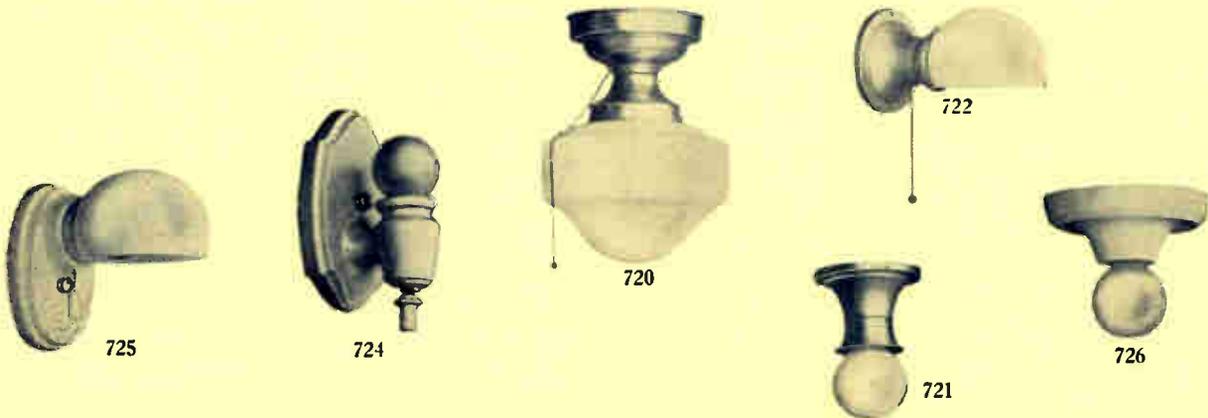
No. 1430—Five-light candle fixture—length overall 42" —full spread 19" —wired complete keyless sockets. List \$16.00, Net \$8.00

No. 7010—One-light lantern—size 12x7" —length 30" —wired complete keyless socket. List \$12, Net \$6.00

No. 718—One-light—length overall 6" —full spread 5" —wired complete keyless socket. List \$1.50, Net \$0.75

The above fitments are finished in Antique Gold and Poly.

Service Lighting Fitments



The bathroom, kitchen, pantry, etc., call for efficiency entirely. This means not only in actual illumination, but also as regards maintenance and upkeep. Porcelain and enamel finishes and non-glaring glassware are the best means of accomplishing these ends.

The numbers shown are made of the best materials and cover requirements in the most efficient manner.

No. 720—One-light ceiling fixture—length 11" —spread 8" —wired complete with pull chain socket—finished white enamel and opal globe. List \$3.20, Net \$1.60

No. 722—One-light bracket—back plate 4½" —extends 8" —wired complete with pull chain socket—finish white enamel and opal shade. List \$2.00, Net \$1.00

No. 721—One-light beam light—length 5½" —spread 4½" —wired complete pull chain socket—finished white enamel. List \$1.50, Net \$0.75

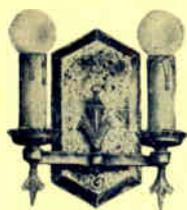
No. 726—One-light beam light—spread 7" —full length 6" —wired complete keyless sockets—made of high grade white porcelain. List \$2.70, Net \$1.35

No. 725C—One-light bracket—back plate 6¾x4½" —extends 7¾" —wired complete pull chain sockets—made of high grade white porcelain. List \$5.00, Net \$2.50

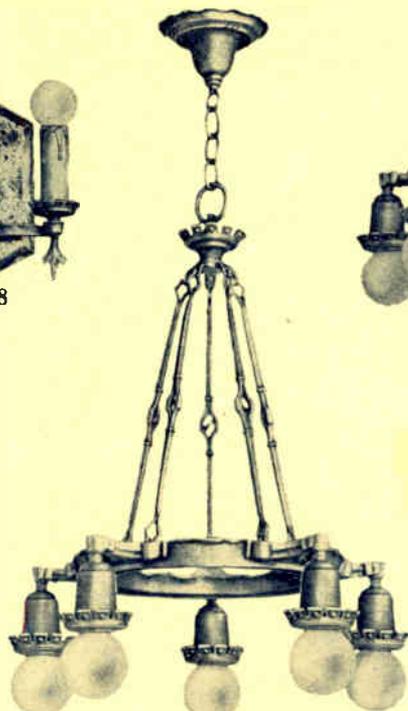
No. 724C—One-light bracket—back plate 7x4¾" —extends 4¾" —wired complete porcelain switch and convenience outlet—made of high grade white porcelain. List \$4.20, Net \$2.10

No. 724—One-light bracket—back plate 7x4¾" —extends 4¾" —wired complete with porcelain switch—made of high grade white porcelain. List \$3.60, Net \$1.80

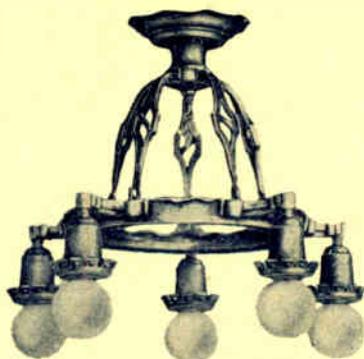
Ironart Fitments



608



605



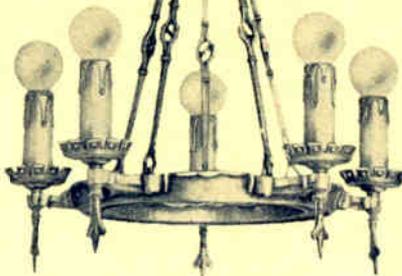
606



607



609



610



601

These high grade fitments are particularly adapted for the English or Spanish home. They have been designed after long painstaking study of the product of the Iron craftsman.

The combination of Iron and Bronze, one of the most interesting characteristics of their technique, is well worked out. They harmonize with and will embellish most English and Spanish interiors.

No. 601—One-light candle bracket extends 3½"—back plate 6x4½"—wired complete keyless socket and inbuilt switch. List \$5.50, Net \$2.75

No. 608—Two-light candle bracket—full spread 8½"—back plate 6x4½"—wired complete keyless sockets and inbuilt switch. List \$7.80, Net \$3.90

No. 606—Five-light ceiling fixture—length 16"—full spread 20"—wired complete keyless sockets. List \$22.70, Net \$11.35

No. 605—Five-light ceiling fixture—length 36"—full spread 20"—wired key sockets. List \$24.00, Net \$12.00

No. 610—Five-light candle fixture—length 42"—full spread 20"—wired keyless sockets. List \$24.00, Net \$12.00

No. 607—One-light hall lantern—length 30"—full spread 10"—wired complete with keyless sockets. List \$10.70, Net \$5.35

No. 609—One-light beam light—length 5"—full spread 6½"—wired keyless sockets. List \$2.30, Net \$1.15

The above fitments are finished in Swedish Iron and Bronze.

Outside Lanterns and Cast Bronze



700



703



701



702



704

The entrance to the home being of primary importance, designers and architects give it more attention proportionately than any other part of the structure.

The lighting of the doorway plays no small part in this general scheme. It must harmonize with the architecture, be in correct proportion to the masses surrounding it and at the same time light up the steps and pathway adequately and pleasantly.

The lanterns shown cover the requirements perfectly. Material used is of the very best Bronze. They are finished in Verde Green or Natural Copper.

No. 700—One-light bracket—back overall 8x4½"—full length 12"—amber crackled glass—wired complete keyless. List \$11.20, Net \$5.60

No. 701—One-light—length overall 10"—full spread 5½"—amber crackled glass—wired complete keyless. List \$6.80, Net \$3.35

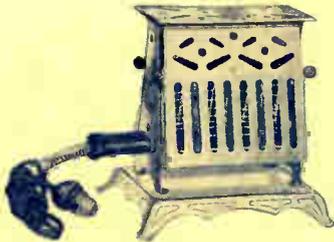
No. 702—One-light—length overall 14"—full spread 5"—amber crackled glass—wired complete keyless. List \$8.70, Net \$4.35

No. 703—One-light—length overall 13"—full spread 5½"—amber crackled glass—wired complete keyless. List \$10.00, Net \$5.00

No. 704—One-light bracket—back overall 8x4½"—full length 12"—amber crackled glass—wired complete keyless. List \$11.80, Net \$5.90

The above fitments finished in Natural Copper or Verde.

Marion Giant "Flip-Flop" Toaster



Large, speedy, moderately priced. Most popular made. Heavily nicked and polished. Strong and rugged. Takes two large slices up to 6 1/2 x 6 inches. Turns toast by dropping door. Indorsed by cooking experts. Wattage, 550; voltage, 110-120. Cord and plug.

No. 66. List Price..... \$3.75

Your Cost \$2.25

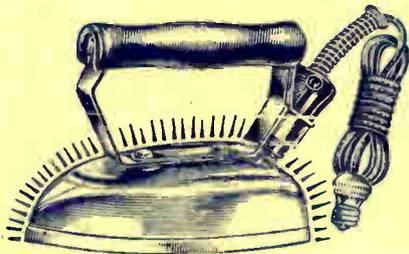
Marion Model 256 Percolator



The Model 256 Percolator is made of the best grade of aluminum, highly polished and buffed. The body is made of an exclusive mirror paneled design. Light in weight. Insulated handle, fibre feet which cannot injure table tops. Speedy in operation and safe because of visibility. Approved by the National Board of Underwriters. Capacity 8 cups. List Price \$7.25.

Net Cost \$4.35

Marion Electric Iron



Beautiful bevel edge that also makes ironing easier. Weight 6 pounds. Highly polished nickel finish. Genuine nichrome, extra heavy heating element. Heavy plug guard. Black, self-cooling handle. Long heavy cord with plugs. One of the finest irons made. Thousands in satisfactory daily use everywhere. List Price \$4.00.

Your Cost \$2.40

Marion Electric Range—Excellent Quality

The popularity enjoyed by the Model 99 Range is well deserved because it embodies those characteristics which the modern housewife insists upon. Experience of 15 years of quality range making are built into this range. For the average family it leaves nothing to be desired in the way of capacity. It is equipped with one 1,600-watt surface unit, two 1,200-watt surface units and two 1,200-watt oven units.

Marion Ranges are generally known as one of the finest lines of electric ranges on the market. Their many features, their superior construction and beauty in design give them preference to other ranges of this type selling at much higher prices. The tops are pressed steel and equipped with 8-inch radiant type surface units. Each unit, including the oven, is controlled by a 3-heat switch. The coils in the units are spiral type laid in deep grooves in a clayed composition which reflects the heat into the cooking utensil, making a quick, intense heat. This moulded piece is impervious to water, acids, etc., and is supported by a steel container.

Dimensions: Oven, 16x16x12 inches; cooking top, 21 1/2 x 24 1/2 inches; height of cooking top, 31 1/2 inches; total height, 46 inches; floor space, 22x44 inches. For any 110-220 volt current. Shipping weight, 200 pounds. List Price \$99.00



Your Net Cost \$65.00

Marion Model 207 Table Stove

The original square table stove; efficient, cool and comfortable; a range in miniature. Does all cooking operations right on the table far better than with other methods. Equipped with two deep, pure aluminum boiling and roasting pans, egg cups, broiler, frying pan, three heat switches, guaranteeing correct cooking temperatures and economy of operation. Furnished with 6-foot cord and separable plug. Wattage, full, 660; medium, 330; low, 165. Unit package 3. List Price, 110 volts, \$12.50.



Net Cost \$7.50

Marion Model 395 Percolator



For low cost and long wear we are offering this new Model 395 Percolator. It is made of highly polished aluminum and is attractively paneled in the latest design. The hand-laced element is made of the best grade of nickel chrome wire and is perfectly insulated. Capacity 8 cups. List Price \$3.95.

Net Price \$2.37

Marion Model 264 Percolator

The Model 264 Percolator is made of heavy gauged aluminum, highly polished and buffed. Light in weight. Ebonyized wood handle. The heating unit is so designed that the percolator starts operation immediately. Capacity, 4 cups. The list price is \$6.25.



Net Cost \$3.75

Marion Model 67 Super "Flip-Flop" Toaster

Trade Mark Registered

This new model of the "Flip-Flop" Toaster has been designed especially for the discriminating housewife. We have combined beauty with utility and produced a toaster that is pleasing to the eye and will meet the test of every day service. Wattage 550. Voltage 110. List price \$4.50.



Net Cost \$2.70

Marion Model 208 Breakfastette

Trade Mark Registered



A very popular table stove which will fry, boil and toast quickly and economically. Ideal for travelers, roomers and light house-keeping. Easily cleaned, sturdy and safe to operate. Six

feet of cord and separable plug. Wattage, 660. Unit package 6. List Price, 110 volt, \$4.50.

Net Price \$2.70

Marion Model 77 Waffle Iron

This Waffle Iron is our newest appliance, and it retains our usual superior construction and finish. It is built for service, yet is so artistically designed that it will beautify any table. Wattage, 660; voltage, 110. List Price \$8.75.



Net Cost \$5.25

Lafayette

ALL ELECTRIC
A.C. RECEIVER

Model 3C

*Unrivalled Beauty
and Performance*

ALL that can possibly be desired in matchless performance and mechanical perfection is embodied in the Lafayette radio receivers. The Lafayette here displays incomparable ingenuity in radio designing with a thought to ever advancing super-power reception of tomorrow.

This Lafayette Model receiver is a masterpiece of radio design. The eight tube Lafayette combined with the dynamic A.C. power speaker supplies reproduction of music and speech with quality so real, so living, that it is almost beyond belief. The deep rumble of the low-pitched pipe organ—the highest notes of the soprano voice—nothing ever is sacrificed. Every note in the entire musical scale is perfectly produced in its proper pitch so that it is almost impossible for you to realize that the program is thousands of miles away.

PUSH PULL AMPLIFICATION—DYNAMIC SPEAKER

This superior tone quality is made possible by dynamic push pull amplification—this method of amplification doubles the power handling capacity in such a way that distortion and poor tone quality are entirely eliminated.

The circuit comprises four stages of perfectly balanced tuned radio frequency, consisting of three R. F. and one tuned detector, two audio stages, one straight audio and one push pull utilizing two 171 tubes in push pull. It is admitted that the push pull method of amplification is without a doubt the finest ever developed.

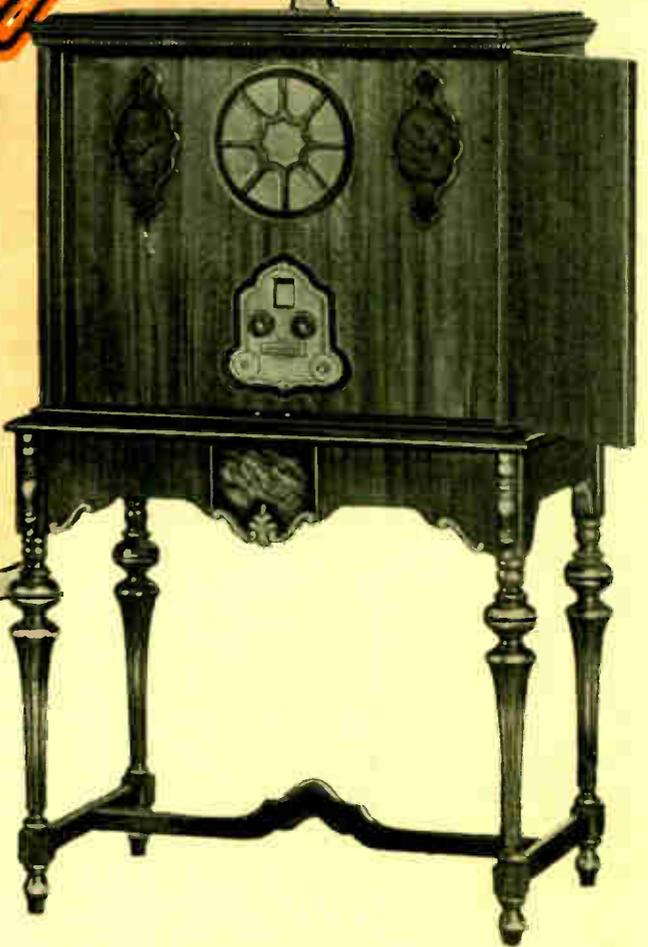
30 DAYS' FREE TRIAL

So sure are we that the Lafayette will meet with your approval that we are willing to let you try one for 30 days. If at the end of this period you feel that the set does not perform as we claim it will, you may return it to us and the purchase price will be promptly refunded.

Over-all Dimensions: Height 50"—Width 30"—Depth 16½"

Lafayette Model 3C with Licensed
Magnetic Cone
Speaker. List Price **\$205.00**

Lafayette Model 3C with Dynamic
Power Speaker. List Price **\$225.00**



The LAFAYETTE Electric A.C.

Model 200 Biggest Radio Value!
The Set You Have Been Waiting For



LAFAYETTE A. C. All-Electric Model 200 is easily the *sensation* of this radio season. Every feature you want is here—easy operation—no batteries to test, no acid to spill, and no hydrometer to fuss with. Nothing to care for. Once the aerial and ground connections are made, plug the LAFAYETTE A. C. set into the light socket and you are ready to tune in.

Those of our dealers who have seen this model in our display room say it is one of the most *unusual values* ever offered.

This console was designed for us by a prominent New York interior decorator and can only be obtained with the LAFAYETTE chassis.

Never before have you been offered such an unusual value in an eight-tube receiver as you are offered in the LAFAYETTE A. C. Model 200. It presents the utmost in radio efficiency along with a console of outstanding beauty and striking design.

It offers everything you look for in a quality set—striking beauty, tremendous power, excellent tone quality and selectivity. Each station can usually be separated with ease. This degree of selectivity is a feature that you will enjoy immensely. It is made possible by complete shielding of all circuits and the use of four stages of tuned radio frequency.

ILLUMINATED DRUM — Perfect Control

Single Drum Control. Illuminated drum control is operated by a bakelite knob, illuminated from behind by a miniature mazda lamp. This illuminates the entire visible portion of the wave band readings. Only one station selector simplifies tuning.

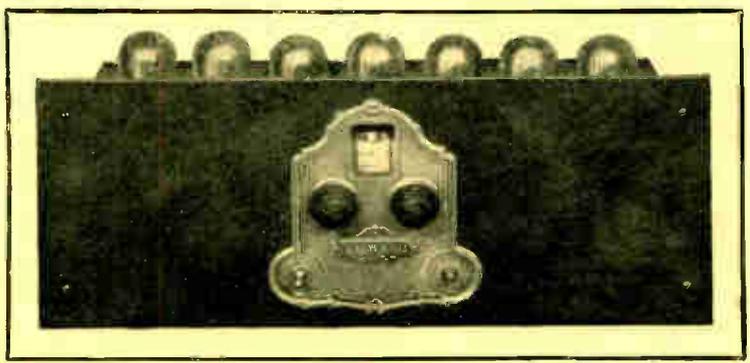
The careful matching of all parts used in the assembly of the LAFAYETTE, with its perfect balancing on completion produces excellent efficiency. Its remarkable distance range enables you to cut right through the locals.

Satisfy Yourself—Try It for 30 Days

EVERY feature you want is incorporated in this receiver—easy operation—no batteries to test, no acid to spill. Nothing to care for. Once the aerial and ground connections are made, plug the LAFAYETTE set into the light socket and you are ready to tune in. These advantages are yours at price fully 50 per cent under what you would have to pay for other make sets. Try it for 30 days. If it fails to meet every requirement of low cost, perfect operation and full toned reception, we will return your money.

Lafayette Model 200 with Licensed Magnetic Cone Speaker — List Price..... **\$167.00**

Lafayette Model 200 with Dynamic Power Speaker — List Price..... **\$196.00**



DYNAMIC POWER SPEAKER - POWERFUL - SELECTIVE

50% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 25% FOR CASH

Lafayette **ALL ELECTRIC**

A.C. RECEIVER

Model 34

There Is Nothing
Finer Than a
Lafayette

NOTHING in radio is more outwardly beautiful than a Lafayette. Nothing is more finely built, of better materials, or more accurate in inward construction. And—nothing is more efficient, more durable nor designed with greater knowledge.

The electric set is here to stay and the set of today should give the purchaser years of satisfactory service. But buyers of electric sets should not let the magic of the word "electric" blind them to the fact that an inferior set is still inferior even though operated from the light socket.

Lafayette radio's passed the experimental stage and reached the highest stage of development long before they included all that is at present known in development of an all-electric set. The Lafayette A.C.8 All-electric receivers are the result of vast engineering experience and intensive laboratory research. Neither time nor money has been spared in the development of these fine receivers in order to achieve results that will satisfy the most critical buyer.



Beautiful Console Cabinet

This receiver is housed in a sturdily constructed beautiful cabinet that reflects modernistic tendencies in fine furniture; in it are combined a basic soundness of construction and beauty of design that will delight every one who sees it. Built of American walnut, its beauty is further enhanced by an overlay of elm burl which adds a decorative two-tone effect. When open, the doors slide back to the side of the cabinet, entirely out of the way.

Behind an ornate grille in the recessed panel is found a dynamic power speaker, a percussion instrument which reproduces with true fidelity all of the resonance and tone beauty of every note and shade of the musical scale and human voice.

Over-all Dimensions: Height 50"—Width 29½"—Depth 16½"

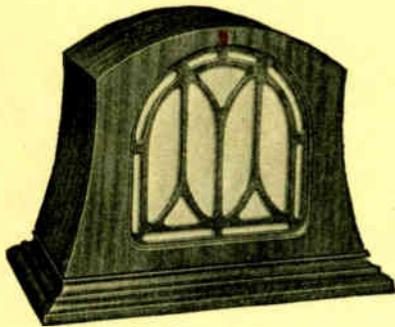
Lafayette Model 34 with Licensed
Magnetic Cone Speaker. List Price **\$205.00**

Lafayette Model 34 with Dynamic
Power Speaker List Price **\$235.00**



Utah Dynamic Speakers and Chassis

Utah Model 65 Speaker



The outstanding value in dynamic table speakers. Made of genuine walnut plywood, finished in antique brown. Front and back have same grille and appearance.

Equipped with A-100, for 110 volt, 60 cycle A.C. current, or A-101 for 110 volt, 25 cycle current. Price..... \$49.50

Net Cost \$28.78

Equipped with D-200, for 110 volt D.C. current, or R-300 for 6 volt D.C. current. Price..... \$39.50

Net Cost \$23.23

Utah Dynola Speaker



Utah Dynola cabinet, made of 5-ply walnut with genuine burl walnut front, finished in antique brown. This cabinet is of non-directional design, having same grille and appearance both front and back.

Equipped with A-100, for 110 volt, 60 cycle A.C. current, or A-101 for 110 volt, 25 cycle current. Price \$65.00

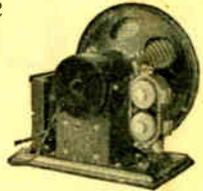
Net Cost \$38.22

Equipped with D-200, for 110 volt, D.C. current, or R-300 for 6 volt D.C. current. Price. \$55.00

Net Cost \$32.74

Utah Dynamic Chassis

Utah Dynamic Speakers are designed to operate with any set using 171, 210 or 250 tubes. They are the highest development in sound reproduction.



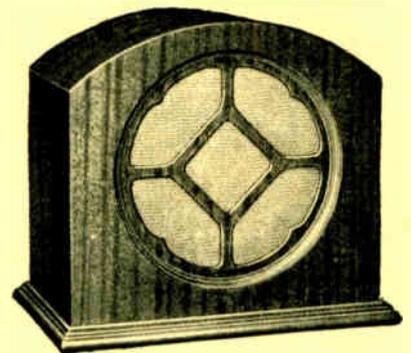
Utah Model A-100. Dynamic Unit for 110-volt, 60 cycle A.C. current, or A-101, for 110-volt, 25 cycle A.C. current. Price \$40.00

Net Cost \$23.52

Utah Model D-200. Dynamic Unit for 110-volt D.C. current, or R-300 for 6-volt storage battery. Price..... \$30.00

Net Cost \$17.54

Utah Model x-20 Speaker

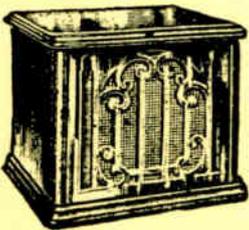


The outstanding value in a quality magnetic speaker. Made of genuine walnut plywood, finished in antique brown. Equipped with Utah power motor. Height, 10 1/2 in.; width, 12 in.; depth, 7 1/4 in. Price.. \$19.50

Net Price \$11.37

Newcombe-Hawley Reproducers

Portable Reproducer With Dynamic Cone Unit



Model 966. For 6-volt battery sets. Equipped with Model NH-6 Dynamic Cone Reproducer Unit. List Price \$52.00

Net Price \$30.58

Model 967. For 100-200 volts D.C. Equipped with Model NH-7 Dynamic Cone Reproducer Unit. List Price \$57.00

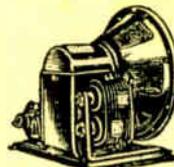
Net Price \$33.52

All Newcombe-Hawley Radio Reproducers are furnished in cabinets of beautifully grained walnut and finished to appeal to the most fastidious and discriminating buyer.

Model 969. For 110-115 volt, 60 cycle A.C. Equipped with Model NH-9 Dynamic Cone Reproducer Unit. List Price \$70.00

Net Price \$41.16

Dynamic Cone Unit Chassis



Model NH-7. For direct current—100 to 200 volts. List Price \$40.00

Net Price \$23.50

Model NH-9. For alternating current—110-115 volts, 60 cycles. List Price..... \$50.00

Net Price \$29.60

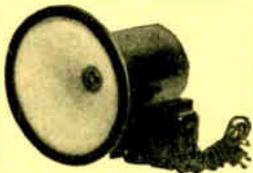
Utah Cabinet Speaker Units



Utah Model X-M. Magnetic chassis. \$14.00
Net Price \$8.23

Utah Model X-B. Magnetic chassis, complete with baffle box..... \$16.00
Net Price \$9.41

Wright-De Coster Reproducers



Hearing is believing! Everybody claims the best. An actual comparison of this reproducer with any other will be convincing. Compare a few figures: 15 1/2 lb. in the steel field coil casting, 2,700 ampere turns, 90,000 lines to the square inch in the air gap.

This is the reproducer for the person who wants amazing quality of reproduction with enormous reserve power.

Fifteen and one-half pounds in field coil steel casting. Twenty-seven hundred ampere turns. Ninety thousand magnetic lines per square inch in air gap. Eight-inch cone.

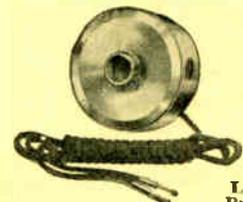
The Wright-De Coster Dynamic Reproducer will handle the output of a push-pull 250 amplifier without distortion and without cracking.

“C” Cabinet “B” Cabinet Chassis
List Price List Price List Price

No.	\$ 88.00	\$75.00	
105—Dynamic Reproducer 6 V-DC with output transformer.	100.00	88.00	
107—Dynamic Reproducer 110 V-AC with output transformer.			\$55.00
105—Dynamic Chassis only 6 V-DC with output transformer.			67.50
107—Dynamic Chassis only 110 V-AC with output transformer.			59.00
105X—Dynamic Chassis 110 V-DC			

Your Discount 40% AND 2% for Cash

Utah Units



	List Price	Net Price
Utah Unit, Tripod Construction.	\$5.00	\$2.92
DeLuxe Unit, Tripod Construction	7.50	4.40
Utah Piano Unit.....	10.00	4.90
Utah Phono Unit, with stand...	8.00	4.70
Utah Phono Unit, without stand	7.50	4.40
Big Chief Unit.....	3.50	2.05

Webster Reliable "B" Eliminator



The Reliable "B" is a quiet, economical "B" battery eliminator. It has two variable controls, detector and amplifier, with an extra power tube tap, supplying 135 to 180 volts.

There are four binding posts, for negative "B" Detector, Amplifier, and Power. It can be arranged to deliver current values for Detector, 67½ volts through an extra Clarostat, 90 volts and 135 volts, or any other combination up to 180 volts.

Retail Price, less tube..... \$18.50
With Raytheon tube..... 23.00

Special Price, With Tube, \$11.95

National "B"—Type 7180 180-Volt "B" Eliminator



Insulated terminals are conveniently located at the top on a sloping panel for easiest connection of the cable from the set. Designed for operation with the UX-280 full-wave rectifying tube and licensed under the patents of the Radio Corporation of America and Associated Companies.

List Price, without tube..... \$26.00

Net Price \$12.95
Net Price (With Sylvania or CeCo 280 Tube) \$15.45

Knapp "A" Power Unit



This "A" Power Unit is unusually trim and compact; all metal covered. It is an "A" eliminator, and completely does away with the "A" battery and trickle charger. Absolutely dry; no tubes; no attention; no rewiring. A complete A.C. filament supply without makeshift of any kind. No trouble with moisture, acid, alkali, corrosion, or electrolyte.

List Price \$37.50

Net Price \$22.05

Handy Trickle Charger Single Rate



Meets the demand for a compact and low-priced radio battery charger. Has two positive and one common negative terminals. Two charging rates, ½ and 1 ampere. Has built-in ammeter to indicate rate of charge.

List Price \$10.00

Net Price \$5.75

Handy Metallic Rectifier Tube Stationary—Noiseless



Replaces the old type glass bulb. Can be used with all makes of chargers—2 amp. or trickle—with lower spring or Fahnestock clip. Made of solid-metallic discs—strong, durable, lasting. The modern form of rectification free of liquids or vibrating parts.

List Price \$4.00

Special Price \$2.25

Greene-Brown "A" and "B" Power Units



The Great Greene "B" 5-6-7

Highly perfected, battery-less power for all sets using from 3 to 7 D.C.-type tubes. Capacity 35 Mills at 135 volts. One of the sales leaders of last season, now winning wider favor. Hum-free, dry and vibrationless. Guaranteed to improve reception and to provide ample current for every type of power tubes.

List Price, complete with tube \$27.50

Net Price \$16.15

The Great Greene "B" Hi-Power

A heavy-duty unit for all high-voltage sets up to 10 D.C. tubes. Delivers full strength "B" direct-plate current from any 90-180 (50-60 cycle) A.C. light socket.

Has six fixed output terminal posts for simplified installation: B—, 45+, 67+, 90+, 135+, 180+.

List Price, Complete with tube. \$30.00

Net Price \$17.64

The Great Greene Dry-Electric "A"

A new and novel vibrationless design. Hum-proof. Unfailing A.C. light-socket "A" power for all sets using up to 10 D.C. tubes—adjustable. Entirely dry and battery-less. Requires no water. No acid content or replenishment necessary. Nothing to weaken or require recharging. Rectifier is an efficient tubeless dry-plate type—guaranteed.

List Price \$37.50

Net Price \$22.05

New Tube "A" Supply Compactness



Superior design has made a compact "A" supply possible, this unit measuring but 10 in. long, 6 in. high and 5 in. wide. Despite this size the component parts are of heavy, solid construction, bolted rigidly onto a chassis. There are two special high inductance chokes and a large oversized transformer, all made of large wire and heavy cores, with a condenser bank of two units measuring 4000 microfarads each.

List Price \$35.00

Net Cost \$20.55

Acme "B" and "C" 180-Volt B Eliminator

Voltage control through a rheostat in the primary is a distinctive feature. Fixed resistances used in output circuits, providing simple control so detector and R.F. voltages can be changed as wanted. Five taps: Detector plus, 35-45 volts; R. F. 90 volts; A.F. 135 volts; last A.F. 180 volts and B negative.



With Raytheon B.H. Tube,

List Price \$29.50

Net Price \$16.95

Kuprox Trickle Charger

Needs No Attention

The Kuprox is bone dry—has no liquids to evaporate or spill. Has no tubes to burn out and needs no further attention after being put into service. Very sturdy construction, with rectifier in open, providing ample ventilation and radiation. Supplied with 6-foot cord and plug for A.C. line.



Rate of Charge .8 to 1 Ampere

List Price \$10.50

Special Price \$8.35

Elkon New Tapering Chargers Type E Tapering Chargers



In the past few seasons Elkon devices have become noted for their dependability and serviceability. They have now produced a new, absolutely dry, trickle charger at a new low price for such high quality. It employs the time-tried Elkon dry rectifying system generally conceded the best.

List Price \$10.00

Net Price \$5.85



Sylvania Radio Tubes

Better Tone—Longer Life—Greater Distance

Sylvania is one of the best known tube brands in the country. Sylvania tubes embody the latest developments in the radio industry. Materials are thoroughly tested to meet the exacting requirements for efficient operation. The tubes themselves and every part of them are carefully inspected at every stage of manufacture. Every Sylvania tube is **unconditionally guaranteed** to stand every test against the highest tube standard. If for any reason any Sylvania tube does not meet this guarantee you may return them for full credit.



"SX-201-A"
AMPLIFIER AND DETECTOR
Amplifier and Detector Tube. Filament draws .25 amp. at 5 volt.
List Price \$1.50



"SX-171-A"
POWER AMPLIFIER
For use in last audio stage
Power amplifier. Filament takes .25 amp. at 5 volt. 180 volts of "B" and 4 1/2 volts of "C" recommended.
List Price \$2.75



"SX-112-A"
POWER AMPLIFIER
For use in last audio stages
Power amplifier. Filament takes .25 amp. at 5 volts. 135 volts of "B" and 9 volts of "C."
List Price \$2.75



"SX-240"
HIGH MU AMPLIFIER
For use with resistance coupling
High mu amplifier. For resistance and impedance amplifiers. Filament takes 1/4 amp. at 5 volts.
List Price \$2.00



"SX-200-A"
SENSITIVE DETECTOR
Super-sensitive detector. Filament draws 1/4 amp. at 5 volts "B" voltage 22 to 45 volts.
List Price \$4.00



Sterling A.C. and D.C. Tube Tester
Also D.C. Tube Reactivator



This R-510 Sterling Tester and Reactivator is designed for universal use at the counter or in the service department. Plugged into 115-volt A.C. line, you simply set switch lever to correct operating voltage shown on selective plate, adjust rheostat to apply exact voltage shown on filament voltmeter
Sterling 510. List Price... \$35.00

Net Price \$26.56

"SX-210"
POWER AMPLIFIER AND OSCILLATOR
Power amplifier. Filament takes 1.25 amp. at 7 1/2 volts. 425 volts of "B" and 35 volts of "C."
List Price \$9.00



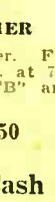
Dry Cell Tubes
SX-199. Dry cell tube with standard base. Filament takes .06 amp. at 3 volts.
List Price \$2.25



"SX-281"
HALF WAVE RECTIFIER
Half wave rectifier. Output 110 mls. at 550 volts D.C. Filament takes 1.25 amp. at 7 1/2 volts.
List Price \$7.50



"SY-227"
A.C. AMPLIFIER AND DETECTOR
A.C. detector. Heater type. Filament draws 1.75 amp. at 2 1/2 volts A.C. Has special 5-prong base.
List Price \$4.00



"SX-222"
SHIELDED GRID AMPLIFIER
Shield grid amplifier. Filament takes 1.25 amp. at 3.3 volt amplification constant 300.
List Price \$6.50

"SX-226"
A.C. AMPLIFIER
A.C. amplifier tube. Filament draws 1.05 amp. at 1 1/2 volt A.C. For either A.F. or R.F. amplification.
List Price \$2.25

"SX-250"
POWER AMPLIFIER
Super-power amplifier. Filament takes 1.25 amp. at 7 1/4 volts. 425 volts of "B" and 84 volts of "C."
List Price \$11.50

"SX-222"
SHIELDED GRID AMPLIFIER
Shield grid amplifier. Filament takes 1.25 amp. at 3.3 volt amplification constant 300.
List Price \$6.50

"SY-222-A.C."
Heater voltage 2.5. Heater current 1.65. Plate voltage 180. Control grid voltage 1.5. Screen grid voltage 45. Amplification constant 150.
List Price \$6.50

Dealer's Discount 40% AND 2% for Cash

ARCTURUS A. C. Long Life Tubes



Type 22 Shield Grid
Filament Volts A.C. 15.0
Filament Current... 0.35
Plate Volts... 135 to 180
Grid Volts (—) 1.0 to 1.5
Shield Grid Volts 22.5 to 70
List Price \$7.50
Your Cost \$4.11

Type 48 Amplifier
Filament Volts A.C. 15.0
Filament Current... 0.35
Plate Volts... 67.5 to 135
Grid Volts (—) 1.0 to 1.5
List Price \$4.00
Your Cost \$2.35

Type 32 High Mu Amplifier
Filament Volts A.C. 15.0
Filament Current... 0.35
Plate Volts... 90 to 135
Grid Volts (—) 1.5 to 4.5
List Price \$4.00
Your Cost \$2.35

Type 26 A.C. Detector
Filament Volts A.C. 15.0
Filament Current... 0.35
Plate Volts... 22.5 to 45
Grid Volts (—) 1.0 to 1.5
List Price \$5.00
Your Cost \$2.94



WE CARRY ALL TYPES OF ARCTURUS TUBES IN STOCK

5% DISCOUNT ON ALL LAFAYETTE RECEIVERS AND 2% FOR CASH

Lafayette

A-C ELECTRIC 8

MODEL 33

Perfected Electric Receiver



Just Plug It into the Electric Light Socket

ONE of radio's greatest achievements—the perfection of the A. C. tube—makes possible real Electric Operation in radio reception. In this model, the famous LAFAYETTE A. C. 8 All-Electric Chassis is housed in a console of the highest type. The doors are of five-ply veneer burl walnut with maple overlap. The entire inside of this cabinet in the panels is also done in burl walnut which lends beauty and charm to this cabinet, resulting in a beautiful piece of furniture. This console is finished in a hand-rubbed lacquer.

Sensitive — Selective

You will marvel at the uncanny selectivity of the LAFAYETTE A. C. 8 All-Electric circuit. Perfectly designed and built by experts, it offers you in the complete receiver not only selectivity, but unusual sensitivity, resulting in a receiver that is a remarkable distance getter. This, coupled with the beautifully rounded tones produced by the Dynamic Push Pull Amplification used by LAFAYETTE, results in a combination that you will be quick to appreciate.

Lafayette Model 33 with Licensed Magnetic Cone Speaker
List Price.....

\$208.00

Lafayette Model 33 with Licensed Dynamic Power Speaker—List Price.....

\$237.50

LAFAYETTE A-C Electric Model 37

An Outstanding Value

THE striking beauty and unusual design of the LAFAYETTE A. C. 8 Model 37 stamps this model as one of the season's greatest values in an A. C. operated receiver.

The doors of this console slide in and out, and when closed show a beautiful effect in walnut quartered in a handsome diamond design. The console itself is finished in a beautiful hand-rubbed lacquer finish and made in five-ply veneer burl walnut.

Dynamic Push Pull Power Audio

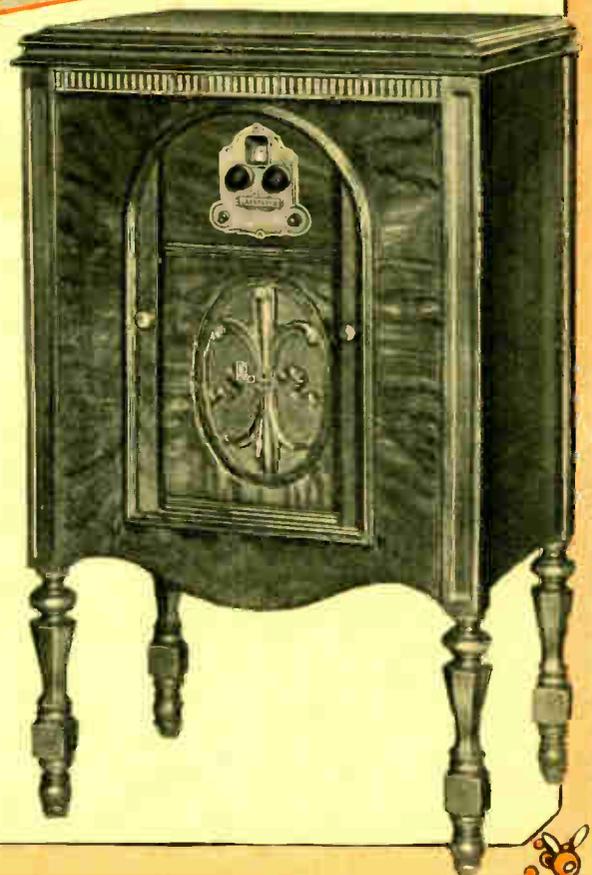
The marvelous "A" Metal Push Pull audio transformers used in the LAFAYETTE A. C. 8 All-Electric Receivers have at last satisfied the insistent public demand for better reproduction. The marvelous realistic tone under perfect control from a whisper to full orchestral volume will enthrall the most critical listener. The tremendous output of the LAFAYETTE audio justifies the finest quality dynamic and magnetic speakers with which all models are equipped.

Lafayette Model 37 with Licensed Magnetic Cone Speaker—List Price.....

\$175.50

Lafayette Model 37 with Licensed Dynamic Power Speaker—List Price.....

204.00



LAFAYETTE

ALL-ELECTRIC A.C. RECEIVERS *Model*

Excels
in Distance,
Selectivity, Reliability
and Tone Quality

VISIT the home of a Lafayette radio owner. Note his pride of possession—his delight in its cabinet beauty—his silent admiration for the renowned sweetness and purity of its tone. Lafayette receivers are found in homes of beauty and comfort.

Each set in the Lafayette line faithfully reflects the most worthy characteristics of period design tempered by modern standards of simplicity.

This Lafayette receiver presents a fine set in a fine housing. It operates directly from the lighting circuit through the use of 8 A.C. tubes. No batteries or any accessories are needed other than antenna and tubes.



LAFAYETTE ALL-METAL CHASSIS

This model contains the famous Lafayette all-metal chassis. It represents a further development in sensitivity and selectivity as required by the steady trend of broadcasting. Lafayette has designed a new type transformers for this chassis, still further improving the recognized high quality of Lafayette tone. The chassis is shielded, which fully protects this receiver against interferences when in operation. Through a new method of audio amplification, great resonance and depth of tone is secured. The volume control through which the quantity of tone is governed equally divides the passage of current to give satisfactory, smooth and gradual volume control.

NEVER BEFORE SUCH VALUE

For sheer symmetry of beauty this console has no peer. A masterpiece of the designers craft. It is built of mahogany, richly embellished with delicate flouting and perfectly coordinating swirls and spheres. Two tone overlay in contrasting shades. Doors slide back into cabinet—with intricate pattern of lights and shadows. Architectural dignity of this style has been combined with simple refinement resulting in a cabinet of unusual beauty.

Over-all Dimensions: Height 50"—Width 29½"—Depth 16½"

Lafayette Model F with Dynamic
Power Speaker. List Price \$235.00

Lafayette Model F with licensed
Magnetic Speaker. List Price .. \$205.00