A
BLAST FROM
THE PAST
INTRODUCTION

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

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

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

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

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MAJOR EVENTS IN HISTORY
1927

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

Civil War rages in China.

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

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

TOP MUSICALS
Hit The Deck
Showboat

TOP MOVIE
The Jazz Singer

TOP PLAYS
A Connecticut Yankee
The Petrified Forest
Waterloo Bridge

TOP SONGS
Russian Lullaby
Old Man River
My Blue Heaven
Hallelujah; Blue Skies
Tree In The Park
My Heart Stood Still

TOP BOOKS
The Bridge of San Luis Rey
    Thornton Wilder
Death Comes For The Archbishop
    Willa Cather
Steppenwolf
    Herman Hesse
CONE SPEAKERS
--that will
Create Sales

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

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

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

BAKER-SMITH COMPANY
CHRONICLE BUILDING:
SAN FRANCISCO
National Distributors

1927
The new Super-Heterodynes sensationnal new line

RCA Radiola
Made by the makers of the Radiotron

RADIO CORPORATION OF AMERICA
 NEW YORK  CHICAGO  SAN FRANCISCO

1927
The Outstanding Radio Line
for a Profitable 1927

The
ERLA SUPER-SIX
[RFL] RECEIVER

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

OFFERS YOUR CUSTOMERS ADVANTAGES THAT ARE YEARS AHEAD

Here is your chance to "scoop" your competitors and "cash in" on this new receiver, a chance to get in on the ground floor and take out the big profits while others are getting ready to follow your lead. The Super-Six operates on an antenna from one foot to 100 feet in length, or on a loop. In its ability to bring in distant stations, it eclipses any receiver ever made. It is super-sensitive yet simple to tune, and squeals and howls are banished forever. It is not critical. The RFL circuit has been perfected to its highest efficiency by Erla engineers and this new receiver is so easy to tune that a child can get distant stations with greatest ease.

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

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

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

YOUR OPPORTUNITY

ELECTRICAL RESEARCH LABORATORIES
CHICAGO, ILLINOIS, U.S.A.

1927
It Looks Like a ‘250 Set

And its Performance
Equals its Appearance

There's a lot more than high-sounding platitudes to be said about this new Model 37 WorkRite. A list of its features reads like the royalty of radio: special 8 tube circuit with 1 power tube; all metal chassis; complete oxygen shielding; antenna or loop aerial; single illuminated drum-type dial control; accurate tuning chart; and a cabinet that proves beyond argument the wonderful value of this WorkRite masterpiece. Will it sell? Just one look at it and you will answer your own question with a "Yes," and you will say it most emphatically.

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

Work Rite

The WorkRite Mfg. Co.

1112 East 30th Street - Cleveland, Ohio

Exhibited at Booth 34 at the R.M.A. Show, Chicago

Price

$160.00

Exhibited at Booth 34 at the R.M.A. Show, Chicago

1927
What's New in Radio and

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

Combination Soundboard, Air-Column and Cone Loud Speaker

Radio Retailing, April 1927

The Amplex Corporation of America, 284 Madison Ave., New York City, has recently developed the "Amplex Grand," model AC-40. This reproducer is a combination of air-column, cone and soundboard, resulting, according to the manufacturer, in depth of tone, resistance and line unlimited. This transformer does not need a power amplifier but functions perfectly when used with one. The hand-crafted walnut cabinet is attractively finished. The overall dimensions are 11 3/4 in. high, 25 in. wide, and 16 1/2 in. deep. The intended retail price is $135, and production is limited.

Six-Tube Shielded Receiver

Radio Retailing, April 1927

The Langbeln-Kaufman Radio Company, 12 Franklin St., New Haven, Conn., has just placed the illustrated "Six-Tube Junior Six" on the market. This is a six tube tuned radio frequency receiver, with shielded coils, cushioned detector, and simplified dial through circuit. The circuit consists of two stages of radio frequency amplification, detector, and transformer, and two resistance-coupled audio stages. The cabinet is of mahogany and the internal construction is steel, aluminum, and bakelite. The intended retail price is $120.

Three-Dial Five-Tube Receiver

Radio Retailing, April 1927

The Imperial Radio Corporation, 1014 Cleveland Ave., Detroit, Mich., manufacture a three-dial, five-tube receiver known as "Michigan Five." This is a tuned radio-frequency set to be operated on either of short waves or medium, and may be used with dry or wet batteries. The retail price, less accessories, is $55.

Hi-Mu Receiving Tube

Radio Retailing, April 1927

E. P. Cunningham, Inc., New York City, announces the CX-419 Hi-mu tube, designated especially to be used with resistance-coupled amplifiers and has a gain of 36. It is a 5-volt, 1-amp tube similar in size and appearance to the ordinary tube. It may be used with a battery voltage of from 120 volts to 150 volts, with resistance-coupled amplifiers, a negative grid bias should be provided, and with the extremely high voltage amplification, this tube is very valuable in units of constant-coupled amplification. The intended retail price is $2.25.

Cabinet Cone Speaker

Radio Retailing, April 1927

The Progressivc Radio Equipment Corporation, 514 North Avenue, New York City, announce a new cabinet speaker. This is a 12 inch speaker, capable of handling 120 watts without strain, a loudspeaker that is neither heavy nor bulky, and a tone that is rich and full. The cabinet is 16 in. deep and 12 1/4 in. high. The intended retail price is $35.
Enduring BEAUTY in RADIO

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

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

12 models. List prices from $45 to $800.
Prices apply only east of the Rockies.

The Abbey—Patterned after an Old World jewel case. Devoid of metal trimmings. Done in deep antique walnut, with carved ornament. Equipped with the new Splitdorf Single Dial Receiver, employing four tuned circuits. List price, without accessories, $500; Splitdorf Period Cone Tone, $35.

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

SPLITDORF Radio CORPORATION
Subsidiary of Splitdorf-Bethlehem Electrical Company

1927
The Year's Trend in Set Design

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

The 1927 Average Set
(both table and console) has—

5 Tubes—40 per cent of the types made accommodate either dry cell or storage battery tubes.

2 Stages of Radio Frequency—Very few sets employing less than this number and many manufacturers swinging to multi-stage r.f. sets.

2 Stages of Audio Frequency—With an average slightly higher than last year due to the development of resistance and impedance coupling methods.

2 Tuning Controls—Simplified control rapidly becoming a necessity in the higher priced models.

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

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

Tuned Radio Frequency Predominates

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

Though the average set employs 2 dials, 41 per cent of the sets available provide for three-dial control. 34 per cent use two tuning dials and 25 per cent are equipped for single-centred operation.

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

1927's average table type set lists at $101, weights 31 lb. and is 9 in. high, 23 in. wide and 12 in. deep.

Only 6 per cent of the types manufactured are equipped with built-in loudspeakers.

1927 AVERAGE SET

The 1927 AVERAGE SET (both table and console) has—

5 Tubes—40 per cent of the types made accommodate either dry cell or storage battery tubes.

2 Stages of Radio Frequency—Very few sets employing less than this number and many manufacturers swinging to multi-stage r.f. sets.

2 Stages of Audio Frequency—With an average slightly higher than last year due to the development of resistance and impedance coupling methods.

2 Tuning Controls—Simplified control rapidly becoming a necessity in the higher priced models.

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Sell performance —

at a price

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

Radiola 20, list, $115

Sell now to the traveler

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

Radiola 26, list, $225

Sell battery or "light socket" operation

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

Radiola 28, list, $260

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA-Radiola
MADE BY THE MAKERS OF THE RADIOTRON
More than fine furniture—
follow this selling idea
and watch your cabinet sales jump!

Fine Radio tables to match the sets you carry!
The sets selling fastest today are table models. Think them
over—Radiola, Atwater-Kent, Crosley, Bosch, and all the
leaders.

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

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

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

READ
what these Repeat Order
customers say:

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

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

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

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

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

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

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

Feature
Your Sets on
Our Radio Tables

"A Table for Every Set"

WRITE NOW
for Prices and Our Complete
ILLUSTRATED CATALOG

WATSONTOWN TABLE & FURNITURE CO.
Furniture Manufacturers Since 1893

WATSONTOWN, PA.

1927
Marching under the Ortho-sonic banner

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

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

Prices upon application


THE ONLY ORTHO-SONIC RADIO

A PRICE FOR EVERY PURSE

E-40 — Wire. It is lead-wired for extremely long range. Excellent cabinet, with rich walnut lining and trimmed with fine hardwoods for all buttons.

F-40 — Heavy tubes. No reduced range radio can give such long range reception. Beautiful walnut lining, walnut veneer back, and exceptionally fine finish for all buttons.

E-45-60 — A beautiful walnut cabinet with maple inlay, walnut veneer, and an ornate design. Specialized apparatus designed to perform the work of the finest modern receivers with ample and fine working.

F-45-60 — A Mahogany cabinet with natural finish inlayed or in Vermin. Ample apart, expertly hand-crafted in maple.

EXHIBITORS' SECTION • RMA TRADE SHOW

1927
A fine instrument at a popular price, together with an aggressive advertising policy, has put Atwater Kent Radio in the homes of countless thousands. Red Lion is headed for the same goal with equally fine merchandise, prices that represent the utmost in value and a decidedly effective national advertising campaign.

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

RED LION CABINET COMPANY

RED LION, PENNA.

Red Lion Cabinets

1927
1928
Herbert Hoover broadcast his acceptance of the Republican nomination for President in 1928. As Secretary of Commerce under Harding and Coolidge, Hoover played a large role in the early development of broadcasting.

MAJOR EVENTS IN HISTORY
1928

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

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

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

First successful demonstration of television takes place in New York.

TOP SONGS
Makin' Whoopee
Silvermoon
Rio Rita
Can't Help Lovin' That Man
Make Believe Lover, Come Back To Me
Button Up Your Overcoat
You're The Cream In My Coffee

TOP MOVIES
The Lights of New York
Steamboat Willie
(Disney's first talking cartoon with Mickey Mouse)

TOP BOOKS
Lady Chatterly's Lover  D.H. Lawrence
Orlando  Virginia Wolff
Decline To Fall  Evelyn Waugh
The Last Parade  Ford Maddox Ford

TOP MUSICALS
Three Penny Opera
Topaze

TOP PLAYS
Strange Interlude
Holiday
Marco Millions

World Radio History
Manufacturers Are Marketing for 1928

Federal-Brandt Inc., Newark, N. J., $205, J.C.

Friedel-Eisemann Radio Co., Brooklyn, N. Y., $95, Ad.

Huston-Radios, Inc., Waukegan, Ill.

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

Kroehler Radio Co., Sandusky, O.


Ray-Foel Electric Co., Dayton, Ohio, J.C.

Simpson Mfg. Co., Denver, Col.


Standard Mfg., Muncie, Ind.

Standard T. Radio Mfg., South Bend, Ind., $750, J.C.
Art Moderne as Applied to Radio

1928
Table Models of Radio Metal
Superbly Decorated by Hand

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

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

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


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

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

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

PHILCO
THE LOWBOY. This model is an unusually attractive open-face cabinet with ornamental Walnut veneer panels and back. Birdseye Maple center panel. Beautiful new and smaller bezel plate. Philco matched Electro-Dynamic Speaker and Acoustic Equalizers built in.

Price, Philco Neotrolyn Plus $129.50

THE HIGHBOY. This distinguished cabinet has a balanced Philco Electro-Dynamic Speaker and Acoustic Equalizers built in. Half doors which are out of the way when the set is in use. Matched Walnut on doors. Birdseye Maple side panels. Birdseye Maple panel grade. Beautiful tapestry over the speaker.

Price, Philco Neotrolyn Plus $149.50

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

Price, Philco Neotrolyn Plus $205.00

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

Price, Screen Grid $32.50

(Take extra. Prices slightly higher in Canada, Rocky Mountains and West)
The new POOLEY

Model 7400
Radio-Desk
Same design as Model 7000, shown closed on opposite page. Price, with desk and large desk blotto but without receiving set or speaker $50

Model 7500
Spanish Chest Radio Cabinet
Price, with card and pipe racks, but without receiving set or speaker $105

Model 7200
Console Radio Cabinet
Price, without installing set or speaker $50

Model 7800
Radio-Collarette De Luxe
Completely equipped as shown with glass, ornaments, etc. all specially designed and of highest quality. Humidor drawer at right of speaker. With equipment but without receiving set or speaker $450

Model 7900
Radio-Phonograph De Luxe
Automatically plays 10 records. All phonograph tubes, plays all phonograph records. Equipment includes record albums, as shown. Complete with drawer, speaker and phonograph amplifier, but without receiving set $4150

HERE is the complete Pooley line for 1928-29— the greatest line Pooley dealers have ever offered to their customers. It will pay you to see these cabinets at the Pooley distributor's in your territory.

1928
FEDERAL Ortho-sonic Custom-Built Models —

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

Prices upon application

**Oxford** — Seven tubes. Single control. Illuminated only. Custom built cabinet of genuine walnut and maple finished in deep brown, carefully designed. Doors constructed in frame. Price, $150.00. As a whole, the Oxford is characteristic of the workmanship of the early English artisans.

**Louvain** — Seven tubes. Single control. Illuminated only. Custom built cabinet of genuine walnut and maple finished in deep brown, carefully designed. Doors constructed in frame. Price, $150.00. As a whole, the Louvain is characteristic of the workmanship of the early English artisans.

**Mandarin** — Seven tubes. Single control. Illuminated only. Custom built cabinet of genuine walnut and maple finished in deep brown, carefully designed. Doors constructed in frame. Price, $150.00. As a whole, the Mandarin is characteristic of the workmanship of the early English artisans.

**Milan** — Seven tubes. Single control. Illuminated only. Custom built cabinet of genuine walnut and maple finished in deep brown, carefully designed. Doors constructed in frame. Price, $150.00. As a whole, the Milan is characteristic of the workmanship of the early English artisans.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo
Some of the Latest Type

- A. D. Andrea, Inc., Long Island City, N. Y. $235
- Kollock Radio Corp., Newark, N. J. $250
- Kellogg Sauterboard & Anspay Co., Chicago, Ill. $375 complete
- Electrical Research Labs., Chicago, Ill. (radio-phono graph combination)
- Spiegler Radio Corp., Newark, N. J. $290
- Case Electric Corp., Marian, Ind. $175
- Argus Radio Corp., New York, N. Y. $190
- Monarch Radio Co., Chicago, Ill. $225
- Philadelphia Storage Battery Co.

1928
Some of the New Types of Sets

- Pfundell Radio Co., Waukegan, Ill.
- Stewart-Warner Speedometer Corp., Chicago, Ill.
- Audion Radio Co., Chicago, Ill.
- Radio Corp. of America, N.Y. City, $995, A.C.
- American Bosch Magneto Corp., Springfield, Mass., $350
- Stromberg-Carlson, Rochester, N.Y., A.C.
- Wright-DeCuster Inc., St. Paul, Minn., $312.75, A.C.
- Walbert Mfg. Co., Chicago, Ill., A.C.
- Steinmetz Labs., Atchison, Kansas, $150
- Crosley Radio Co., Cincinnati, O., $95
- Splendid Radio Corp., Newark, N.J., Approx. $300

1928
FURNITURE FOR ATWATER KENT RADIOS

and an entirely new line

Model 121, Secretary
Finished in Walnut. Cabinet is 29 inches long, 12 inches wide and 49 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, $45.

Model 4500, Console
Double sliding doors, finished in Walnut. Cabinet is 33 inches long, 15 inches wide and 40 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, $45.

Model 18, Desk
Finished in Walnut. Cabinet is 30 inches long, 20 inches wide and 13 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, $40.

Model 38, Console
Finished in Walnut. Cabinet is 21 inches long, 15 inches wide and 48 inches high. For Atwater Kent Sets 40 and 42, and Atwater Kent Speakers. List Price, $38.

RED LION CABINET COMPANY, RED LION, PENNA.
Mr. Atwater Kent says:

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

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

(SIGNED)

THE POOLEY COMPANY
1600 Indiana Avenue
Philadelphia, U.S.A.

Prices subject to change. Radio Cabinets are manufactured by Atwater Kent.

Model 7400
Radio-Desk
Same design as Model 7300, shown open on opposite page.
Price, with tinugal and large desk blower box, without receiving set or speaker.

Model 7600
Radio-Record Player
Spanish Cabinet Style
Albocres: Complete without receiving set or speaker

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

Model 7700
Radio Cabinet De Luxe
Price, without receiving set or speaker
New Consoles and Tables

Letour Cabinet Mfrs.,
Chicago, Ill.

Karnsville Table & Chair Co.,
Karnsville, Penn.

Superior Cabinet Co.,
Marquette, Mich.

Cowell Works,
Indianapolis, Ind.

Grand Rapids Furniture Co.,
Grand Rapids, Mich.

Warren Co.,
Rockford, Ill.

American Furniture & Cabinet Co.,

Rudie Minton Corp.,
Bay City, Mich.
for the **Next Season**

Alder Mfg. Co.,
Louisville, Ky.

Excello Products Corp.,
Cicero, Ill.

Superior Cabinet Co.,
Muskegon, Mich.

Udell Works,
Indianapolis, Ind.

Wazmath-Goodrich Co.,
Peru, Ind.

St. Johns Table Co.,
Cadillac, Mich.

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

MAJOR EVENTS IN HISTORY

1929

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

Commodore Richard Byrd discovers the South Pole.

Charles Lindbergh marries Anne Spencer Morrow.

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

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

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

TOP MOVIES

Broadway Melody
Cock-Eyed World
Disraeli
Gold Diggers Of Broadway
Madam X
Rio Rita

TOP SONGS

Singin' In The Rain
Stardust
Tiptoe Through The Tulips
With Me
Liza

TOP BOOKS

A Preface To Morals
Walter Lippman
The Raven
Marquis James
Dodsworth
Sinclair Lewis
A Farewell To Arms
Ernest Hemingway
Laughing Boy
Olive LaFarge
Look Homeward Angel
Thomas Wolfe
Mamba's Daughters
Dubois Hayward
All Quiet On The Western Front
Eric Maria Remarque
Roman Hat Mystery
F. Damay, M. Lee

ON THE RADIO

Amos 'n' Andy begin their radio career.
One hour version of Aida broadcast over NBC.

TOP MUSICALS

Follow Thru
The Little Show
A Night In Venice
Hot Chocolate
Street Singer
Sons O' Guns
Heads Up

TOP PLAYS

Street Scene
Journey's End
Berkeley Square
Young Sinners
Death Takes a Holiday
Console Receivers for 1929

- Lepre Electric Co., Dayton, Ohio, $200
- Bush and Lane Piano Co., Holland, Mich., $215 complete
- Bremer-Tully Mfg. Co., Chicago, Ill., $190
- National Carbon Co., North Chicago, Ill., $487.50
- Grigsby-Grumman Co., Chicago, Ill., $167.50
- Marsi Electric Radio Corp., West Orange, N.J.
- Marsi Electric Radio Corp., Medford, Hillside, Mass., $47.5
- Grigsby-Grumman Co., Chicago, Ill., $167.50
- Zenith Radio Corp., Chicago, Ill., $225.0
List price $225, without tubes

The Fada 32 uses 227 type indirect heater tubes, giving exceptionally long life as employed by Fada—reproduction not affected by line voltage fluctuations. With self-contained Fada dynamic speaker (enormous volume or mere whisper)—illuminated single dial—single tuning knob—Uses 7 tubes and rectifier (8 tubes total). Two 172-A tubes with push-pull amplification—Equipped for phonograph attachment—Smooth volume control—Completely self-contained in a beautiful burl walnut console—Operates from A.C. light socket (90-130 volts, 50 to 60 cycles). Model 32-2 also available for operation on A.C. lines 90-130 volts—23 to 49 cycles. Yes it's a neutrodyne!

1929
The three most popular loudspeakers
—each the leader in its price class

RCA LOUDSPEAKER 103—An improved
model of the 100A with greater range,
and in a very pleasing design. . . $37.50

RCA LOUDSPEAKER 10641k—A
peltro. Dynamic reproducer of amazing range,
capacity and tone fidelity. Operates from A. C.
house current. . . $88

RCA LOUDSPEAKER 100A—Biarmic
type of reproducer with a musical tone of
remarkable quality. . . $27

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO ATLANTA DALLAS SAN FRANCISCO

1929
uses all UY 227 tubes

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

CROSLEY RADIO
These New Chests are in 3 Optional Colors

The Crosley chest is delivered in Radiant Red, Snow White, Green and Mahogany Brown. The trimmings are gold. These new combination receivers offer the discriminating audiophile the benefits of vacuum tube amplification. Merits are endowed to power supply and genuine transformer balancing. Finish in new black wrinkle coated with white gold—very smart and very effective in any room setting. Sell this great value—best radio practically in 1929. Be the leading radio dealer in your community with the leading line. Write us for address of nearest Crosley dealer.

1929
Announcing the New Model 155 Red Lion Cabinet for Atwater Kent Radio, Model 46, and Electrodynamic Speaker; Complete, except tubes, $157.50

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

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

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

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

RED LION CABINET COMPANY
RED LION, PA.

1929
The only Screen Grid radio incorporating the Equalized Band Pass Filter

Model 21950. Excellent lines and compact design. Ideal for apartments. Price $219.50

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

Here are the four models which compose the 1929 Grebe line. In each model the chassis is the Grebe Super Synchromo-phonograph, with the Grebe Equalized Band Pass Filter. Radio merchandising experts from all parts of the country picked these without any being certain to appeal to the better class of radio purchasers this year. Orders now on our books prove the experts were correct. A. H. Grebe & Co., Inc., Richmond Hill, New York, Western Branch 443 So. San Pedro St., San Francisco, Calif.

Model 270. Modern lines of unusual charm and choice wood unite to make this a very popular model for the larger apartments and for business mid-rooms. A most worthy cabinet for the Grebe Super Synchromo-phonograph. Price $275.00

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

Model 450. This is a combination of the Super Synchromo-phonograph and an electrically operated phonograph and magnetophone. The finish wood in complete musical equipment for home, club or restaurant. Price $450.00

1929
Imagine a radio set of Graybar quality for only a hundred dollars! And what a radio! What possibilities it opens up for the dealer! What wonderful new values for the buyer!

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

Truly a lifetime cabinet — not susceptible to scratching or marring.

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

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

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

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

Graybar

CRAYBAR ELECTRIC CO.
ANOTHER
fine achievement
in radio set design

RCA RADIOLA 33
Console type of tuned-radio-frequency
receiver for house current operation.
(A.C.) $77.50 (less Radiotron).
RCA LOUDSPEAKER 100B
With the rich, mellow tone character-
istic of the popular "100" type of
reproducer.
$32.

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

RCA RADIOLA
MADE BY THE MAKERS OF THE RADITRON:

1929
Screen Grid Tubes
...plus CUTTING SOUND RADIATION
in a NEW Reception ERA!

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

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

The NEW COLONIAL Radio

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

1929
NEW BAY VIEW CABINETS for the NEW ATWATER KENT RADIO

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

A-K CABINET 759
To the left you see a real achievement in cabinet building. It looks majestic. It has the air of solid dignity. Careful matching of contrasting veneers gives it a modern flare. Upright panels are of four-piece matched Butt Walnut. The top front is of strongly striped Walnut. V-matched Center panel with its attractive grille shows a vertical striped Walnut. Overlays are of Maple butt to add a touch of color and sparkle. Posts are fluted. A real cabinet, such as is associated with high prices. You can buy it for less than you imagine. 40 inches high, 25 inches wide, 14 inches deep.

A-K CABINET 756
A Walnut front cabinet (below) in the popular Mahogany period. A combination of the straight-lined squared corners of the period with massed walnut and inlayed carving and panelled doors. Ready for shipments.

BAY VIEW FURNITURE CO. HOLLAND—MICHIGAN

1929
New Products

1929
New Products

1929
New Products

4 New Sentinel Radios Priced from $99.50 to $199.00
United Air Cleaner Co.

Brounswick

Stronsberg Carlson

Custom

Radio Parts
$45.00
Without Tubes

English Lindenford

Italian Renaissance

Gloritones
$59.50

Baldwin

Rogers Desk

Walnut Cabinet
$92.50
With Tubes

1929
MAJOR EVENTS IN HISTORY
1930
A new word, "Hoovervilles" enters American vocabulary when jobless start living in shacks made of old crates. Apple vendors start appearing on street corners.
Judge Joseph Crater, a N.Y. State Supreme Court justice, mysteriously vanishes without a trace.
Sinclair Lewis is the first American to win a Nobel Prize for literature.
Nation mourns the death of ex-President Taft.

TOP BOOKS
Arundel
   Ken Roberts
The 42nd Parallel
   John Dos Passos
Flowering Judas
   Katherine Porter

TOP MUSICALS
Strike Up The Band
Flying High
Earl Carroll's Vanities
Fine & Dandy
Girl Crazy

TOP SONGS
Three Little Words
Time On My Hands
On The Sunny Side Of The Street
I Got Rythm
Embraceable You
Body & Soul
Fine & Dandy

ON THE RADIO
100 million people across the world hear the first speech of the newly crowned King Edward VIII of England.
First European direct from stage pickup sent over an American radio network is Beethoven's Fidelio, broadcast from Dresden, Germany.
Radio station WEEL, Boston, televises daily programs for local receivers.

TOP PLAYS
The Last Mile
The Green Pastures
Grand Hotel
Lysistrata

SPORTS
Max Schmeling of Germany claims heavyweight boxing title after being fouled by Jack Sharkey.

TOP MOVIES
All Quiet On The Western Front
Anna Christie
Blushing Brides
Hell's Angels
King of Jazz
Morocco
Announcing the New

HOWARD GREEN DIAMOND
Compact Radio with Tone-Control

The GREEN DIAMOND has the following features:

- Tone-Control: an outstanding feature of this set.
- Three screen grid tubes and power detector.
- Completely shielded tuning condensers and coils.
- Non-Oscillating.
- Electrolytic-type filter condenser as used in the most expensive receivers.
- The assembly is in one complete unit; the dynamic speaker being mounted to the chassis by means of a bracket.
- Dial is calibrated directly in kilocycles for convenience in dialing.
- Beautiful cabinet of matched walnut woods.
- Adjusting knob on the chassis which makes it possible to bring up to its greatest efficiency any length antenna used with this receiver.
- Compact size of 15½ inches width, 18 inches height, 12½ inches depth, weight 32½ lbs.
- Price: complete with tubes $69.50

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

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

The New HOWARD GREEN DIAMOND
Compact Radio with Tone-Control

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

1930
The HEADLINER of the SHOW

The New McCormick Leader of MIDGET RADIOS!

During the recent Chicago Radio Show, buyers everywhere acclaimed the McCormick as the ultimate in radio perfection. Triple screen grid operation — big set performance — exceptional selectivity and sensitivity — ample volume — tone control — power dynamic speaker — rich walnut cabinet — all is combined to make the McCormick the leader of midget radio sales. Height 41 1/2", weight 32 lbs. Can be conveniently placed in space 18" x 16". Beautiful ELECTRIC CLOCK operates off same wire as radio — whether set is turned on or off. Controlled by current from local power station. An exclusive feature of AUTOMATIC TIME SWITCH turns radio on or off at any time by merely setting the clock.

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

CONVENIENT MANTEL MODEL

This 6-tube midget — "just a little smaller" — is the same as the above console model, except for absence of legs, which can be added later if desired. Height 18 1/2", width 14 1/4", length 10 1/2", weight 25 lbs. An ideal set for any place where space is important!

McCORMICK RADIO CORP.

6930 North Clark Street  •  •  •  CHICAGO, ILLINOIS
CROSLEY "Amazes Radio World With Sensational NEW Line!"

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

The Crosley DIRECTOR
Screen Grid—Neutrodyne—Power Speaker—A.C. Electric
Only 15" high, 15½" wide, 9½" deep
In one clean sweep Crosley has split wide open the way to greater sales, faster turnover and greater profit for Crosley dealers with a sensational new line beginning The CROS-LEY NEW BUDDY. It is the most startling, most popular and best-priced radio of the value received, that has ever been offered.

The exquisitely designed front of The NEW Buddy is made of genuine two-tone walnut, with an exclusive new Crosley design—universal appealing in itself. beim offered.

The Crosley ARBITER
Electric Phonograph and Radio Combination
Screen Grid—Neutrodyne—Power Speaker—A.C. Electric
$64.50 Complete with tubes
CINCINNATI

The Crosley Radio Corporation

1930
New

Screen Grid Neutrodyne Power Speaker Radio

In the Popular Newly Designed Low Utility Consoles!

With the presentation of the new Crosley "Companionship" Series there is ushered in a new era in the development of radio receiving sets for the home. It is now possible to obtain radio sets -- complete in beautiful low console utility models -- with improved power speakers built in using Screen Grid tubes, with Neutrodyne circuits, operating from electric light sockets -- at prices so low that everyone can afford to own one! Get in touch with your Crosley distributor today and get your share of the profitable business being created by this amazing new Crosley "Companionship" Series.

The CHUM

$75

The PLAYMATE

$90

The COMRADE

$105

The CRONY

$112

The PARTNER

$118

The BUDDY

$55.00

This handsome "Buddy" model has a metal case with panels in beautiful burr walnut effect. The trim is silver and ebony inlay finish. The legs as shown are standard equipment. An improved Crosley Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes -- two screen Grid Nos. 24, one Nos. 27 as a bias-type power detector feed into two No. 71As connected push-pull, and a No. 80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Merston condenser.

Only 24¾ in. high, 17¾ in. long, 11¾ in. deep

Crosley Radio Corporation

Cincinnati, Ohio

Home of WLW -- "The Nation's Station"

You're THERE with a Crosley

Crosley Radio

1930
“Grebe will pull them in and store demonstrations will do the rest”
—A. J. McGivern

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

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

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

Model 11—List Price $120 (less rebates)

The most popular model we have ever shown.
A favorite feature at the R. M. A. Show. All
leading developments in across grid radio.
Three types of detector grids, one acting as
screen grid, one acting as
power detector, and one in two stages of small
radio frequency.
Amplification and resistance-coupled, Two 247's
in push-pull, one 1890 transistor. Electroni
spurious sounds. Cabinets of hard and fine
wood; walnut, oak, maple, birch, and other
cabinets. Finish in matched walnut. High pol-
ished finish. This beautiful instrument has a
magnificently rich character all its own, and is
proof right for your volume business.

Model 6—List Price $99.80 (less rebates)
The general dollar for dollar value in radio.
An exceptionally versatile medium-tube acros-
screen grid set, four screen grids, one 227, and
one 247's in push-pull. Cabinets of beautiful
combination walnut or all matching periodical
design. Full Dynaphon Speaker.

Prices slightly higher
west of the Rockies
and in Canada

United No. 31 Motor

This splendid motor fits portable in
strong rolling, even-moving, and sound
finish for popular models. It is one of
United's features completely free of re-
gard for all types of musical equipment.
It is sturdy, hard,
brushed, absolutely dependable.

1930
Latest Radio-Music Models on Exhibit at Trade Show

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

1930
Models on Exhibit at Trade Show

Latest Radio-Music
New Products

Radio Victory Corp. of America

1930
New Products

1930
New Products

1930
1931
MAJOR EVENTS IN HISTORY

1931

The “Star-Spangled Banner” is declared the national anthem.
The United States purchases the Virgin Islands from Denmark for $25 million.
2,300 banks fail due to the Depression.
Polio is declared an epidemic in many states.
Rockefeller Center (N.Y.C.) starts rising from the ground.
The George Washington Bridge (Hudson River) and Empire State Building (both in N.Y.C.) are completed.
Ford Motor Co. turns out 20 millionth car.
Thomas A. Edison dies at age 84.
Nine black men are accused of raping two white girls. The beginning of Scottsboro Trials.
Pilot Wiley Post and navigator Harold Gatty circle the globe in their monoplane “Winnie Mae” in 8 days, 15 hours, 51 minutes – flying 15,474 miles.

TOP MOVIES

City Lights
Front Page
Min and Bill
Skippy

TOP BOOKS

Back Street
The Good Earth
The Limestone Tree
Sanctuary

TOP PLAYS

The Barretts of Wimpole Street
Counsellor At Law
Mourning Becomes Electra

SPORTS

Knute Rockne killed in an auto crash.

ON THE RADIO

First broadcast of a complete opera from the Metropolitan Opera House of N.Y.C. Hansel and Gretel on N.B.C.
C.B.S. of N.Y. establishes a T.V. station – W2XAB. The first to maintain a daily schedule of audio and visual transmission. Kate Smith and Boswell Sisters are featured.

TOP SONGS

All Of Me
Dancing In The Dark
I Love A Parade
Minnie The Moocher
Mood Indigo
When The Moon Comes Over The Mountain
Where The Blues Of The Night Meets The Gold Of The Day

TOP MUSICALS

The Laugh Parade
Of Thee I Sing
Ziegfeld Follies of 1931
George White's Scandals

TOP BOOKS

Back Street
The Good Earth
The Limestone Tree
Sanctuary

1931
SILVER-MARSHALL, $59.50
Superhet., 7 tubes with var-mu and pent.

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

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

DEWALD

U. S. APEX 8A,
$67.50
Superhet., 3-var-mu, 2-27, pent., 80

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

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

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

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

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

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

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

BRUNSWICK 11,
$79.50
Superhet, 2-24, 2-voar-mu,
pent., 80

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

FADA 51

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

STEWART-WARNER APARTMENT, $52.95
Superhet, 6 tubes

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

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

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

1931
New Products

Clarion Models 61 and 70

A new line of models has been introduced by the Clarion Radio Co., Atchison, Kan. Model 61, a table set, is priced at $69.00 complete, and has an automatic volume control and tone control. Model 70, a lowboy set, also carries the trade name Clarion and is priced at $75.00 complete.

Aztec Superhet

A new midget superhetron, a TUBE midget superhetron, has been introduced by the Aztec Radio Co., Atchison, Kan. This set has automatic volume control, tone control and a Magnavox dynamic speaker. Price is $45.00. Model 210, a lowboy console, has the same chassis and also carries the trade name Aztec and is priced at $54.00 complete.

1931
New Pierce-Airo Midget

Pierce-Airo Inc., 119 Fourth Ave., New York City, has introduced another "The Wall" midget set. The new circuit is said to have greater amplification and selectivity. The cabinet design is entirely different from the previous model. It is not so modernistic in line and is more ornamental. The intended retail price is $10.50 less tubes. This same model for 110-volt d.c., using the new low-drain tube, is $6.50 less tubes. —Radio Retailing, January, 1931.

Steinite Superhet Midget Combination

This unusual part of the superhet-transistor combination of the Steinite Mfg. Co., Ft. Wayne, Ind., is that the turntable is located at a lower level below the set, rather than on top, as in previous hybrid combinations. In this way, the set does not take up unusual proportions at the top, making it more prominent. The cabinet has a birch-veneered finish with the rest in walnut, and it measures 15 in. wide by 18 in. high by 18 in. deep. The chassis takes three 224's, two 227's, two 244's in push-pull, and a 246. This combination plays up to 15 in. records and has fine control. It is known as Model 469, and lists at $89.50 less tubes.

General Motors Midget

AUTHENTIC period furniture design is followed in the "Little General" midget set first announced by the General Motors Radio Co., Dayton, Ohio. It may be had in three styles of finish, inlaid walnut, of green or buff finish. The set is 19 in. high by 15 in. wide by 14 in. deep, and is equipped with a portable-type tube selector as introduced on GM's consoles.

The speaker is an electrodynamic, and four 224's, one 245, and a 240 tube are used in the circuit. The list price is $57.50 less tubes. —Radio Retailing, January, 1931.

Phoenix Miniature

A nine in. electrostatic speaker set, with midget, illuminated dial—there are some of the highlights of the "Phoenix" miniature set that is placed on the market by the Phoenix Mfg. Co., 235 E. Haines Ave., Chicago, Ill. The cabinet is of walnut, the base being a turned piece. It is 11 in. high by 9 in. wide. The price, with tubes, is $15.00.

Howard "Green Diamond" Midget

THREE stages of r.f., using 244's, in addition to a 221, a 246, and a 240, are used in the "Green Diamond" compact set made by the Howard Radio Co., South Haven, Mich. The dial is illuminated and electrolytic filter capacitors are used. A tone control is also included. The cabinet is walnut, and stands 171/4 in. high by 141/2 in. wide. —Radio Retailing, January, 1931.

Geneva Sets

SEVEN-TUBES, including four 221's, a 227, a 246 and a 240, are used in the "Geneva" sets made by the Geneva Mfg. Co., Holland, Mich. These sets have four tone r.f. screen grid circuits, two stages of pentodes, crossed audio and screen-grid power sections. Electrolytic filter capacitors are used, and a tone control is included. The midget set comes in a cabinet of American walnut, measuring 17 in. x 11 in. x 8 1/2 in., and retails at $15.00 complete.

Steinite also offers Model 421, a r.f. set using three 224's, two 244's in push-pull, and a 246. This combination plays up to 15 in. records and has fine control. It is known as Model 457, and lists at $89.50 less tubes. The same model as a straight radio, without the turntable, is $59.50 less tubes.

New Gloritone Midget

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

Majestic Midget

ANOTHER in the larger manufacturer, this time, the Gilbert —Greenape Co., 115 Hicks Ave., Chicago, Ill., has entered the midget field. Majestic's set, known as Model 70, is housed in a walnut cabinet of Happelwhite design; the front panel being matched butternut, bordered with an attractive molding. The chassis takes three 224 tubes, two 244's, and a 246. There is a knob on the control panel for tuning and the second tuning is combination volume-speed and on-and-off switch.

This set stands 16 in. high, and 14 in. wide, and lists at $17.50 complete, with Majestic tubes. —Radio Retailing, January, 1931.
The KENNEDY Coronet

List Price
$69.50
Complete

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

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

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

KENNEDY
A STUDEBAKER FAMILY PRODUCT
The Royalty of Radio
Since 1911

SPECIFICATIONS
Height, 17 inches. Base width, 16 1/2 inches. Depth, 10 inches. Weight (less shipping case) 31 pounds. Tubes, four No. 214 screen grid; one No. 245, one No. 280. Full size transformer. Electro-dynamic speaker. Select-tone Control.

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

COLIN B. KENNEDY CORPORATION
South Bend, Indiana

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

Firm Name

Individual

Address

City

State

1931
CROSLEY presents a Low Priced
7-Tube Superheterodyne Pentode
(Pliodynatron) Radio Receiver

Glueckwunsch Crosley SUPER BUDDY BOY

16 FEATURES
1. New Croxley Superheterodyne Pentode
Chassis
2. Seven Tubes (Six Screen Grids)
3. Final Amplifier Pentode Output Tube
4. Operation or Variable Mu Radio Fm
Spooly Tube
5. Interstage or Variable Mu Intermediate
Tetrode Tube
6. Final Amplifier Output
7. Full Torque Moving Coil Dynamic Speaker
8. Continuous (Steps) Static Control
9. Illuminated Angular Vision Ribbon Dial
10. Volume Drives
11. Continuous/Steps) Variable Tone Control
12. Combined Volume Control and On/Off
Switch
13. Croxley Tuningboard
14. Beautiful New One-piece Molded Cabinet
15. Perfect Tone and Powerful Puriified
Output
16. Priced Complete with 7 Tubes at only
$65.00
*Exclusive CROSLEY Feature

CROSLEY RADIO CORPORATION
POWEL CROSSLEY, Jr., President
HOME OF "THE NATION'S STATION"—WJW
CINCINNATI
Also manufacturers of the CROSLEY Battery Radio Receivers and the
CROSLEY BRAND Radio Receiving Sets.

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President
Home of "The Nation's Station"—WJW
CINCINNATI

1931
You must sell Balanced

To Meet the Present-Day

Study Each Model—the Value—the PRICE!

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

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

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

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

PHILCO
WORLD'S LARGEST RADIO MANUFACTURER

VALUE MEANS A BETTER RADIO FOR LESS MONEY—
Echophone stops the prospects and Starts the Sales

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

ECHOPHONE RADIO MFG. CO., LTD.
Executive Office and Factory
WAUKEGAN, ILLINOIS
Export Division, Echophone Company Export
44 Whitehall St, New York, N. Y.

Model 40-4 Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $79.50 complete

Model 44-W, Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $89.50 complete

Model 75-W Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $129.50 complete

Model 707 Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $99.50 complete

Model 76-W Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $139.50 complete

$59.50 complete

Model 75 Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $59.50 complete

Model 76 Superheterodyne, eight tubes in full line, Prefixed and three Variable Mu. Jensen Dynamic Speaker. $69.50 complete

$89.50 complete

$129.50 complete

$139.50 complete

1931
"Can't get 'em fast enough!"

says a New York dealer

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

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

The General Electric Junior

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

Complete with Radiotrons, List Price

$7250

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

THE JUNIOR CONSOLE
Complete with Radiotrons, List Price $8950

GENERAL ELECTRIC

FULL RANGE RADIO

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

1931
Men, give yourselves real profits for CHRISTMAS!

If you want to make a sweet Christmas profit, start a drive on G-E Radio right now. It's the one radio that's gone out and proved its better tone—proved it by overwhelming other sets in conclusive tone-tests! A complete, beautiful line, with a man-sized profit from every model. Get your window displays up now. Push G-E Radio for the fattest holiday profits!

A supremely beautiful, unusual gift!

**LONGFELLOW GRANDFATHER CLOCK RADIO**

$285 WITH TUBES

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

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

**G-E JUNIOR**

$72.50 WITH TUBES

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

Push also the brilliant, new General Electric Junior Lowboy at $89.95, the fast-selling Popular Console at $124.75 and the superb DeLuxe Lowboy at $164.50—gifts for the whole family; and the Radio-Phonograph Combination, at $345, the supreme gift for music-lovers.

**GENERAL ELECTRIC RADIO**

FULL RANGE PERFORMANCE

1931
Radio Headquarters announces the RCA Victor Radiolette

$37.50

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

Here it is ... a powerful radio set by RCA Victor ... only 15 inches high ... weighing only 16 pounds ... with four RCA Radiotrons ... including the new RCA Pentode for only $37.50 COMPLETE ... imagine it!

What a wonderful leader to get people into your store ... a wonderful lever for selling customers your larger, more expensive sets!

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

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

RCA Victor Company, Inc.  •  A Radio Corporation of America Subsidiary  •  Camden, N.J.
BIGGER, QUICKER SALES
for Radio Dealers who
Amaze and Thrill the Public
with this NEW RECEIVER...

PILOT "ALL-WAVE"
Super Heterodyne

11-TUBE SUPER-WASP

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

Table Model Lists at
$99.50
Complete with tubes

Pilot Radio & Tube Corp.
Lawrence, Mass.

Send this complete information about this new 11-tube Superheterodyne SUPER-WASP all-wave receiver.

Name
Address

PILOT VALUE IS MORE THAN PRICE DEEP®

1931
Your Life Line!

The radio line which yields the most profit per unit sale is the “life line” for your business.

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

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

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

Distinctive Stromberg-Carlson Cabinets from $175 to $375.

The Multi-Record Radio, (automatic radio-phonograph combination, electrical), $660. (Time prices, complete with tubes. East of Rockies.)

Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y.

Concealed Radio. This fall, Stromberg-Carlson dealers will have Concealed Radio, as well as regular Furniture Radio, both Remotely Controlled to offer the public. Architects and builders have been waiting for this development. Models 13, 14, 15, 16, are units of this system.

1931
Majestic

"DUO-VALVE" PERFORMANCE

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

The line is complete, the price range is right.... Majestic offers you the biggest opportunity in the radio field today.

GRIGEY-GRUNOW CO., 5801 Dickens Avenue, Chicago
double-purpose sets

The NEW Models

GENERAL MOTORS STANDISH, $95

CROSLEY ORACLE, $99.50

FROST-MINTON, $32.50

COLONIAL 41C

SENTINEL PORTOLA, $89.50

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

1931
BOSCH 20L, $139.50
BOSCH 5C, $69.50
GULBRANSEN 155,
$69 less tubes
GULBRANSEN 215,
$97.50 less tubes
G. M. VALERE,
$99.50
G. M. LOUIS XV,
$185
RCA-VICTOR
AUTOMATIC COMB,
$89.50
RCA-VICTOR
SUPERHET, 2-24, 3-24, 3-45
SUPERHET, 21, 3-27
STEREO, TEST, 3-43, 3-48
SUPERHET, 2-1M, 2
STEREO, TEST, 3-45

1931
AUDIOLA 814, $76.30 less tubes
Superhet, 8 tubes with var-mu and pent.

AUDIOLA 612, $60 less tubes
Superhet, 6 tubes with var-mu and pent.

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

STROMBERG-CARLSON 20, $225
Superhet, 4-var-mu, 3-27, 3-45, 80

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

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

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

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

BRUNSWICK 16, $119.50
Superhet, 3-24, 2-var-mu, pent., 80

BRUNSWICK 13, $169.50
Superhet, 3-24, 2-var-mu, pent., 80

1931
In ENGLAND it’s “Wireless Receiver”

“Mar construente”
- model 560
- Two cathode type tubes: screen-grid and r.f. tubes, power detector, filament type pentode audio amplifier. 38 Guineas, complete ($2194)

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

In DENMARK it’s “Radio Modtager”

Single wavelength control, t.r.f. table model

Tuned radio frequency t.r.f. loudspeak couple

They’re Not Called Radio Sets

In GERMANY it’s “Rundfunk Empfänger”

“Siemens” screen-grid phonograph combination. 15 watt amplifier

“Siemens” four tube, screen-grid table model

In AUSTRIA it’s “Rundfunk Empfänger”

“Telefunken” 3L 1st tube, a.c. operated model 300 Schilling ($46)

“Arcafix” radio and phonograph combination

1931
in SWEDEN it’s “Radio Mottagare”

- "Cusotma" Red. $20 220 Krona
- "Radio" 65. A. $50 170 Krona ($150)

In HOLLAND it’s “Radio Ontvanger Toestel”

- Van der Ham & Bloomers radio gramophone combination for use with external dynamic speaker
- Van der Ham & Bloomers 1 tube, open receiver, moving coil dynamic speaker

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

in EUROPE

- Photo courtesy Santi Indutrie Telefoniche, Milan
- "Super - Recluse" battery operated portable
- "Radio" 42 for 100 or 250 volts a.c. 80 or 60 cycle. Screen grid &. Moving coil dynamic speaker, 1250 frame complete ($255)

In FRANCE it’s “T.S.F. Réceptur”

- Photo courtesy Societe Industrie Telefoniche, Milan
- "Radio" 42 for 100 or 250 volts a.c. 80 or 60 cycle. Screen grid &. Moving coil dynamic speaker, 1250 frame complete ($255)

In ITALY it’s “Radio Ricentente”

1931
MAJOR EVENTS IN HISTORY

1932
R.F.C. — Reconstruction Finance Corp. makes federal loans available to banks, insurance, mortgage, loan and credit companies.
Japan seizes Manchuria from China.
Amelia Earhart — first woman to solo flight across the Atlantic.
19 month old son of Colonel Charles Lindbergh disappears. Bruno Richard Hauptmann is accused and convicted of the kidnapping and murder of the baby.
The Tomb Of The Unknown Soldier is dedicated in Arlington National Cemetery.
Radio City Music Hall opens in New York City.

TOP BOOKS
Life Begins At 40  Walter Pitkin
Mark Twain's America  John Dos Passos
Beyond Desire  Sherwood Anderson
State Fair  Philip Strong
The Thin Man  Dashiell Hammett
Tobacco Road  Erskine Caldwell
Young Lonigan  James Farrell

SPORTS
Jack Sharkey brings heavy-weight title back to America, defeating Max Schmeling.
Olympics held in U.S.A., Los Angeles.

TOP MOVIES
Arrowsmith
The Champ
Dr. Jekyll and Mr. Hyde
42nd Street
Grand Hotel
Scarface

TOP MUSICALS
Show Boat (revised)
Gay Divorcee
Music In The Air
Hot-Cha

TOP SONGS
April In Paris
42nd Street
How Deep Is The Ocean?
Mimi
Night And Day
Brother, Can You Spare A Dime?

ON THE RADIO
Walter Winchell, New York columnist, starts his radio news program.
1932

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>JACKSON-BELL 25</td>
<td>$29.95</td>
<td>5 tubes</td>
</tr>
<tr>
<td>PILOT &quot;BROADCAST&quot;</td>
<td>$44.90</td>
<td>8 tubes and broadcast bands</td>
</tr>
<tr>
<td>PILOT &quot;DRAGON&quot;</td>
<td>$59.70</td>
<td>6 tubes and broadcast bands</td>
</tr>
<tr>
<td>JACKSON-BELL 38</td>
<td>$59.95</td>
<td>8 tubes</td>
</tr>
<tr>
<td>G.E J-100</td>
<td>$59.75</td>
<td>5 tubes</td>
</tr>
<tr>
<td>JACKSON-BELL 26SW</td>
<td>$49.95</td>
<td>5 tubes, 125 to 1,215 kHz, 5 tubes</td>
</tr>
<tr>
<td>PILOT-IRENE</td>
<td>$59.50</td>
<td>Shortwave and broadcast bands</td>
</tr>
<tr>
<td>HAMMARLUND &quot;PRO&quot;</td>
<td>$100.40</td>
<td>1,500 to 20,000 kHz, 6 tubes</td>
</tr>
<tr>
<td>KOLSTER K-110</td>
<td>$59.75</td>
<td>6 tubes</td>
</tr>
<tr>
<td>GLORITONE 25A</td>
<td>$29.95</td>
<td>6 tubes</td>
</tr>
<tr>
<td>PIERCE-AIRO 1</td>
<td>$59.75</td>
<td>5 tubes</td>
</tr>
</tbody>
</table>
PHILCO 52-C, $39.50
5 tubes

PHILCO "BABY GRAND," $36.50, $46.50, $68.50
6 tubes

SIMPLEX "P," $36.50
530 to 4100 kc

SIMPLEX "Q," $41.50
550 to 20,000 kc

PHILCO 52-C, $39.50
5 tubes

AUDIOLA 811, $49.95
6 tubes

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

A-K 228
6 tubes

A-K 567
7 tubes

WARNER "TAIIII
9i tube

CROSLEY TRAVO DELUXE

STEWART-WARNER "TABLE"
6 tubes

SIMPLEX "N," $33.50

ALIMOLA 517, $29.95
Shortwave and broadcast bands, 3 tubes

1932
With the Pentode Tube
(Super-Heterodyne)

COMPLETE WITH TUBES

$69.50

1932 Model


Voiced Compact
and now -

$63.30

Complete with Clarion Certified Matched Tubes

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

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

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

THE MIGHTIEST MIDGET ON THE MARKET

1932
YOU CAN'T BEAT Emerson
FOR QUALITY RADIO AT LOW PRICE!

EMERSON
Model M-555
Tube Supergemtron of the 2A, 755, 728
Retail price: $39.50

New Emerson
Model L-458
Here's the final answer to the demand for a
standing, compact radio, capable of QUAL-
ITY PERFORMANCE at a rock-bottom price.
This set makes use of no obsolete parts; it is
entirely new, engineering design—employing
ew types of tubes 1 3 6, 1 3 8, 5 7, 7 1 0,
a. No. 1 3 8, and 1 1 9. Model L-458—
Single Dial Control—Full size Dynamic Speaker.
Height adjustable, it offers volume and clearness of
sound superior to many 6 and 7 tube sets.

The cabinet is finely constructed and finished
in a beautiful two-tone walnut. Measures 12 •
high, 7 • deep. Has all of the
rich simplicity and good taste that char-
The Crosley Fiver
Lowboy

$2999
Complete with Tubes - Tax Paid

The Crosley Septet

$2999
Complete with Tubes - Tax Paid

The Crosley Jewel Case

$3175
Complete with Tubes - Tax Paid

The Crosley Book Case - Library Universal

$3175
Complete with Tubes - Tax Paid

NOW MORE THAN A CROSLEY
THE CROSLEY RADIO CORPORATION
CINCINNATI
Home of "The Nation's Station" - W Inline

1932
THE NEW Emerson
UNIVERSAL COMPACT RADIO
IS GETTING A "BIG HAND"
from Important Radio Merchandisers!

Operates from Any
Lamp Socket—

Uses EITHER
AC. or D.C. Current

110 Volts—25 to 60 Cycles

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

Weighs only 6 pounds.

$25 Retail Price-
COMPLETE
with Cunningham
Tubes and Built-in Aerial

Can be used ANYWHERE.—Appeals to EVERYBODY

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

The exquisite case is designed to harmonize with any surroundings.
Built of the highest quality hardwood veneers, with the finest mar-
quetry inlay—perfectly finished in every detail.

The chassis—designed with the precision of a fine Swiss time-piece—
utilizes entirely new principles, making for excellent tone and perform-
ance in this amazingly compact set. Uses the latest 6-volt tubes—1236,
1337, 1338, 1339.

REMEMBER—on this Set... as well as on all Emerson merchan-
disers... even as a dealer are assured of a "SUBSTANTIAL
PROFIT MARGIN. This is no "hocuspocus". It is a real value,
carrying full discount.

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

EMERSON—gives the most complete LOW PRICED, HIGH QUALITY,
FULL PROFIT Line of Modern Radio Sets and Phonographs of Every
Price. Seven and Ten Tube Models, A.C. and D.C. TRF and
Superheterodyne Circuit and Models embodying such outstanding
features as: Class B Amplification, Shadowgraph Tuning—Automatic.

Other EMERSON MODELS ranging in list price from
$16.50 to $39.90

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

For the Export Traders—Special Models designed to operate
on Wave Lengths from 7 to 15 Meters and 200 to 2,000
Meters.

Write for our Catalog and full particulars

EMERSON RADIO & PHONOGRAPH CORPORATION
641 SIXTH AVENUE
(Telephone: Watkins 3-2861)
NEW YORK, N.Y.

1932
THE NEW DEAL IN PROFITS

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

General Electric has taken off the gloves in licking the dealers' profit problem, and is giving you a real bottom-price radio line that means business with profit—because it embodies G-E quality at today's prices.

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

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

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

MODEL K-54, table radio-phonograph. Five-tube superheterodyne, 110 volts, 25, 50 or 60 cycles, A. C. Electric phonograph with two-speed turntable. Plays 10 or 12 in. records. Good selectivity and sensitivity. Additional switch for police calls. Shipped in standard package of four. List price...

$49.95


$129.50

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

$129.50


$129.50

GENERAL ELECTRIC RADIO

1932
GUIDE-POSTS ON THE ROAD BACK...

FIVE MODELS FROM

Columbia's NEW LINE

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

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

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

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


MODEL C-81—Cabinet: burled walnut. Superheterodyne. Automatic Volume Control, Tone Control, remote speaker. New 5-1/2 inch tubes. $185.

1932
Columbia COMES THROUGH

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

Illustrated here you see two of the tangible reasons for Columbia's success—the top-price and bottom-price models in the Columbia line. The twin-speaker highboy incorporates every proved feature of modern radio engineering, yet is listed at only $139.50. The console model has a full-size, up-to-date chassis, yet lists at only $49, the price of a good midget. Between these two models is a range of radios for every requirement—each built to musical standards determined by nearly a half-century of experience.

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

Will you call on your Columbia distributor, or write direct to us for full details about Columbia?

Columbia Phonograph Company, Inc., 55 Fifth Avenue, New York, N. Y.

1932
CLOCKING
the Programs

LEFT
When known in 1918, the Notifier radio hits the Radio market at all of 19 minutes intervals throughout a 11 hour period. For an hour's continuous operation, these bells are depressed. They combination switch is thus arranged, an on end of the alarm clock, on a quarter hour will start the alarm, No, 20 and one hour can be arranged for in advance. Clocks are in high and have silver finish dial. The Booth Radio- Clock Co., 209 Hyde Park Boulevard, Los Angeles, Calif., makes the clock which retails for $12.50.

MIDDLE
Philip's clock will turn the radio on or off at any predetermined time, day or night. Two small openings on the back indicate A.M. or P.M. This radio clock was designed by Boomsco. Hall Giddens. This clock, the product of the Philadelphia time company, has a Walnut cabinet and stans 30 inches high. Philadelphia Watch Co., Philadelphia, Pa., retail is $12.50.

ABOVE
A Telephone movement is included in RCA-Victor's model. This clock will switch the radio on or off at a predetermined time. The wireless system is designed along Tudor lines and stands 13 inches high. RCA-Victor Co., Inc., Camden, N. J.

TOP
The "Nineteen" model of the Chicago Flexible Shaft Co., Chicago, has two distinct functions. It will tinkle brightly at any specified time, reminding you, for instance, that Mrs. Smith is about to bring the morning paper. This is done by adjusting the hand on the semi-circular dial below the face of the clock. It can be set for any period from 1 minute to 1 hour. It also has a permanent alarm feature which tells you in no uncertain terms that it's time to get up. This alarm doesn't need resetting. $12.50

RIGHT
Right
A small red flag turns is visible when the radio time switch of the New Haven Clock Co., New Haven, Conn., is set for automatic operation. This clock operates small household appliances as well as the radio and when used in conjunction with relay of different capacities will control store lighting, etc. It has self starting, sub-synchronous West electric motor. The price is $12.50.
New Products

HAMMARLUND "COMET," $175
545 to 20,000 kc., 5 tubes

KENNEDY 166A
545 to 20,000 kc., 12 tubes

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

KENNEDY 164
545 to 20,000 kc., 18 tubes

HOWARD "WHITE HOUSE," $99.50
16 tubes

NEW PRODUCTS

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

APEX 120B
12 tubes

GLORITONE 9B
9 tubes

APEX 12B
12 tubes

1932
PHILCO 15DX, $250
11 tubes

PHILCO 22L, $129.50

PHILCO 91L, $89.50

G-E "CONVENTION," $139.50
12 tubes

G-E J-88
Phoenix Combination, 8 tubes

G-E J-86

PHILCO 91L, $89.50

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

CAPEHART 11, $234.50
Automatic combination, 12 tubes, shortwave and broadcast.

WILCO 15DX, $250

PHILCO 11L, $99.50

PHILCO 22L, $129.50

SILVER MARSHALL

PHILCO "CONVENTION," $139.50
12 tubes
MAJOR EVENTS IN HISTORY

1933

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

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

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

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

TOP SONGS

Easter Parade
Inka Dinka Doo
Lazy Bones
Smoke Gets In Your Eyes
Sophisticated Lady
Stormy Weather
Who's Afraid Of The Big Bad Wolf?

TOP PLAYS

Tobacco Road
Men In White
Ah, Wilderness

TOP MUSICALS

As Thousands Cheer
Let 'em Eat Cake

TOP BOOKS

Advise  H. Allen-Anthony
God's Little Acre  Erskine Caldwell
Winner Takes Nothing  Ernest Hemingway

TOP MOVIES

A Farewell To Arms
Flying Down To Rio
Gold Diggers of 1933
King Kong
State Fair
Disney's 3 Little Pigs

ON THE RADIO

Lone Ranger
Romance Of Helen Trent
The Women In White
More New Lines Announced

- Stewart-Warner 5-tube, dual-socket, $39.50
- Zenith Model 295
- GE Model K-43M
- $35.95
- Sentinel Model 681
- $39.50
- ICA Universal Mascot
- $25.00
- Crosley 6812 table model a.c. job
- $19.95
- RCA-Victor Model R-27
- Freshman-Belmont Personal Radio
- $25.00
- Crosley LEADER D
- $17.50
- 4 tubes, dual range
- Magneto Model 223
- $27.50
- Tom Thumb, Jr.
- Automatic
- $30.00

1933
1933
Delco 32 D.C. and 110 Volt A.C. Superhets

The 32-volt D.C. set of Delco Appliances Corp., N.Y., has fixed tuning (12). 2-15, 15-18, 13-18, 17-23, 9-21, 21-23, 23, 25, 28, 28, 30, 31). The set is a fixed-tuning, superheterodyne receiver, with a crystal-controlled oscillator and a tuned-grid intermediate-frequency amplifier. It is supplied complete with two speakers and the "Pace and Airways," a smaller speaker with the "Pace" speaker.

For 110 volt A.C., a tube set is supplied. Tube complement 2 12AX7, 2 12AT7, 2 211, 2 572. There are three tubes; the "Pace and Airways," a smaller speaker with the "Pace" speaker.

It is known as the "World's Fair" in the six-tube receiver with twin speakers, and as the "Airliner." In the smaller cabinet.

Radio Retailer, February, 1933.

"Three Little Pigs" Radio

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

It is a C.F. set using a 6E6, 6H6, 2V, and 122A. Housed in a wood cabinet in ivory or green with the pigs hand painted and tinted with a silver background. The price to dealers, depending on the quantity, ranges from $8.50 net to $9.75. A large New York department store has priced this set at $16.50—Radio Retailer, December, 1933.
**Majestic**

"SMART SET" APPEARANCE

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

**DI LUXE** Model 411—6 tubes (3 Duo-Valve). Brown walnut finish. A. V. C. Pollea and short-wave to 3500 K. C. $39.95

**GOTHIC** Model 194—5 tubes (3 Duo-Valve). Brown walnut finish. A. V. C. Pollea and short-wave to 4400 K. C. $29.95

**SMART SET” APPEARANCE**

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

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

1933
Announces...
Line for 1933

DeWald Dynette

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

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

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

MODEL 60-3

$35.50

MODEL 54.9

$25.00

MODEL 60-42

Universal receiver, same as Model 60, except for console cabinet — a deluxe housing for this remarkable, efficient set. Height 48" — width 24" — depth 13". Quotations on request.

Just write your name and address on the margin of this ad.

For Eleven Years Makers of Distinctive Radio Receivers

1933
These are the two new DeWald compacts — Superheterodynes, both of them, with improved Dynamic Speaker and hairline tuning to within 10 kilocycles. The new tubes (25-Z5, 77, 78, 44 and 43) are standard equipment. 110-220 Volts, 25-60 Cycles, AC-DC. Weight 7 1/2 pounds. Chassis heatless. Built in aerial. Range covers Police as well as Broadcast wavelengths.

MODEL 551 DELUXE
An exquisitely lovely walnut cabinet of new and exclusive design. The last word among the littlefellows. Creates new standards of appearance, sensitivity and sensitivity. A giant among the minijets. It will break sales records in 1933.

$30.00

MODEL 550
Identical in general design with Model 551 (shown above) but has the same distinctive pearl-finished character. Piano finish, gilded, traywood walnut cabinet with trim.

$25.00
FIRST ANNOUNCEMENT
OF THE SUPERB NEW
MAJESTIC MODERNISTIC
CONSOLES

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

RIVIERA Model 696
Authentic modernism in a stunning console. Four tones of wood—rosewood, walnut, natural, and ebony.

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

PARK AVENUE Model 656
A sensational modernistic console. The cabinet of red and white bark is finished in natural and ebony.

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

1933
AGAIN... *Emerson* LEADS THE WAY!

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

"The Handful Radio that Works Anywhere"

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

Emerson Model 35 operates from any lamp socket on either AC or DC current—410 volts—25 to 60 cycles. It is housed in a cabinet of the finest craftsmanship. This set is typical of the ultra-appeal all the new Emerson models possess.

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

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

EMERSON RADIO AND PHONOGRAPH CORPORATION

641 Sixth Avenue NEW YORK, N. Y.
Atwater Kent Radio

Announces

A ONE-WORD CODE FOR RADIO DEALERS...

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

Here are eight of the new Atwater Kent Radios for 1933. "Favor" value" in every model to the nth degree. And inside, every improvement and worth-while new feature. Here is a line backed by years of Atwater Kent experience and reputation; built with Atwater Kent precision workmanship; and priced for PROFITS as well as sales.

Atwater Kent Motor Car Radio Is Available in Several Models

There are two new models of the Atwater Kent Battery Set

MODEL 510. The right Atwater model radio which demands the custom of those customers who have model 510 shown on opposite page. It's unmatchable, basic beauty in the clean lines of today's more up-to-date design. Atwater Kent. radio lines and design leadership. $9990

MODEL 667. Here is the latest Radio superlative in its class. Farm-sound, automatic, self-starting. All tuning and tuning its strength plus, volume and receiver channels. The popularity of this model is assured by the beautiful cabinet of artistic modern design $5990


MODEL 708. All new, all performance. Continuous medium and long wave receiver. Fully automatic power and audio. A new design of the future. $5990

1933
Watch for the Atwater Kent advertising in the leading magazines and in newspapers. Ask your Atwater Kent distributor about the NEW billboard campaign. It's the kind of advertising that SELLS—for you.

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

Western region and west—prices slightly higher

ATWATER KENT MANUFACTURING COMPANY
1. Atwater Kent, President

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

MODEL 310. The truthful name of this remarkable Atwater radio is a new standard in radio receivers. A gang condenser, automatic volume control, 4 point tone control, silent tuning, "shadow" tuning, allied tuning, police and amateur signals. Stylish cabinet of unifying design and finish, finished wood. $89.00

MODEL 65. Unmarkable tone and great volume for a reasonable price. A set, 5 tubes, automatic volume control, police signals. Fills in speaker in this attractive cabinet of handsome figured oak and maple. $29.00

MODEL 275. For those wanting the very latest in design there is this modern, modern, wall-radios tube A, B, and C. Only $9.99. High-exceptional line due to improved and larger speaker. This modern small radio is at a surprise low-priced at $29.00

MODEL 711. The ultimate in radio receivers. 1-tube combination broadcast and short wave superheterodyne. A gang condenser, automatic volume control, 4 point tone control, silent tuning and "shadow" tuning, improved volume control, new Atwater Kent auditorium type speaker, all wave tuning from 310 to 2,000,000 dollars. Richly carved cabinet of matched and banded wood, equally attractive with 4 inch doors open or shut. $150.00

1933
Announcing

three more record making G-E values

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

MODEL K-60
- New Cube superheterodyne Table Model— with six-inch dynamic speaker, two-point tone control, the two new tubes used by K-65 plus another new type tube used as second detector and A.V.C. Exceptionally handsome cabinet, following highly successful early Model Clock design.
List price, $37.50

MODEL K-50
- New Cube superheterodyne Table Model— with dynamic speaker, two-point tone control, and two entirely new type tubes— new larger pentode output tube and new oscillated detector tube. Unparalleled quality of performance in the low-priced field.
List price, $24.95

MODEL K-65
- New 6-tube superheterodyne Console Model— with the same chassis as K-50, but larger dynamic speaker. Housed in unusually attractive six-legged console cabinet, fine dark walnut. Reproductions superior to many larger sets. List price, $49.95

GENERAL ELECTRIC RADIO

1933
Now U.S. RADIO

Gives You

the Smartest

of all Personal

Models

for AC • DC Operation


U.S. Radio Model 3092

Genuine superheterodyne circuit . . . for AC or DC operation, 115 volts . . . five tubes, every one brand new type . . . dynamic speaker . . . built-in antenna . . . no ground required . . . dial calibrated in kilocycles . . . combination switch and volume control . . . tuning range covers all regular broadcasting stations and one police channel . . . cabinet of beautifully figured stump walnut, with genuine inlay, hand rubbed; solid walnut back . . . resistor type cord dissipates heat . . . Dimensions: 7 1/2" high; 9" wide; 5" deep . . . Tube equipment: 1 No. 617 Triode-Pentode; 1 No. 781A.F. Pentode; 1 No. 75 Diode-Triode; 1 No. 43 Power Pentode; 1 No. 232F Rectifier. Weight less than 71/2 pounds. Price $19.95

U.S. Radio Battery Model 3084

Chassis identical with model tone except that receiver is supplied with rechargeable batteries. Tube equipment: 1 No. 230; 1 No. 236; 1 No. 234; 1 No. 231—all 3 volt. Cabinet dimensions: 8 1/4" high; 7 7/8" wide; 7 3/4" deep. Price $19.95

Another battery receiver in the U.S. Radio line is illustrated. Stout diode battery cabinet with low-engineering features including new improved tubes, Class B Amplifiers, Permanent Magnetic Speaker, Automatic Volume Control and Tone Control, finished in a beautiful ingrain walnut finish cabinet. Price $69.90

Complete with tubes, line batteries

United States Radio and Television Corporation
Marion, Indiana
Make Your 1933 Profits
from the
GREBE
QUALITY LINE

From the Model 94 console with 12" dynamic speaker to the "Synchrophase Synchrophase Superhet" Grebe meets the trend of the times for a line of quality radio sets at the right price.

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

Use the coupon below in asking for details concerning the Grebe Sales Plan and the entire Grebe QUALITY Line.

A. H. GREBE & CO.
Metropolitan Sales Division
117 Liberty St., New York


The GREBE
Synchrophase
RADIO

Mail the coupon today

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

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

Name: __________________________

Company: _______________________

Address: ________________________

1933
TAKES ANOTHER BIG STEP FORWARD

The original Kadette was one of the biggest "hits" the radio industry has known. It galvanized sales. It piled up profits for thousands of dealers. Now, International—always a step ahead—announces its latest achievement. A new model—modern as the next minute—in design, features and performance.

In newness and sheer beauty of design, the new Kadette steps far ahead of traditional ideas. Contrasting planes of color—a fluted grille, finished in satin aluminum—unique illumination for dial and grille (on De Luxe model only) —all express a modern symmetry that establishes a new concept of fine appearance.

Although the Kadette is the world's smallest 5-tube superheterodyne chassis, sensitivity, selectivity and tone quality have been immeasurably heightened. Operating only on 110 volts A.C., or D.C.—any cycle—the benefits of a.v.c.—tone control and superior quality is achieved.

Dealers—wire for details! Here's another radio sensation—a quality built product for quality minded people.

$25.00
COMPLETE WITH TUBES
DE LUXE MODEL $2.00 EXTRA

THE INTERNATIONAL KADETTE

5 LATEST TYPE TUBES
• IMPROVED SUPERHETEROODYNE CIRCUIT
• DYNAMIC SPEAKER
• TONE CONTROL
• AUTOMATIC VOLUME CONTROL
• WORLD'S SMALLEST CHASSIS
• INCREASED POWER AND SELECTIVITY
• CALIBRATED IN KILOCYCLES
• ILLUMINATED GRILLES AND DIAL
• WEIGHT LESS THAN 6 POUNDS
• UNIQUE FACTORY SERVICE POLICY

INTLATIONAL RADIO CORPORAUTION
ANN ARBOR, MICHIGAN

1933
PREFERENCE RADIO LINE
AMERICAN-BOSCH

POWER RADIO

A HOUSEWIFE in Akron answered the doorbell. A young man showed her photographs of a wide variety of radio cabinets, asked her to pick her favorite.

A man in San Francisco was sitting on his porch. Along came a young man with a portfolio of radio sets and asked him his preference.

Repeat these incidents in New York... in Washington... in several cities large and small from coast to coast... in thousands of interviews among men and women... and you have an idea of the intensive methods used to select the cabinets for Vibro-Power Radio for 1934... the first Public-Preference radio line in the country.

What a wonderful deal for dealers! No more guesswork picking radio cabinets. No need now to be "stuck" with a line of cabinets that the public somehow won't take to. Here... in this new 1934 line of Vibro-Power Radio are cabinets you can be sure the public will buy... because they represent nearly 10,000 preferences of radio owners and prospects in every section of the country... in every walk of life... in every adult age group!

In Vibro-Power American-Bosch gives you something real to demonstrate to the radio prospect. Something he can hear. Something he can compare with his present radio—and find out what he is missing by comparison. Model 355 for example offers 11 tube performance... astounding better tube performance than you have ever heard before. Yet the price is only $32.50. All Vibro-Power models reproduce faithfully the full range of program frequencies up to 5,000 cycles as transmitted by the broadcasting stations.

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

UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD MASSACHUSETTS

HAVE YOU HEARD THE NEWS ABOUT THE NEW AMERICAN-BOSCH VIBRO-POWER CAR RADIO—SEE THE NEXT PAGE.
Cash in Now on REPEAL with "RADIOBAR"

Here's a timely opportunity for immediate sales

Your customers can mix their favorite cocktails without going into the kitchen—a practical, money-making up-to-the-minute idea.

"RadioBar" has created immediate sales wherever it has been introduced.

Made in eight sizes to meet every pocketbook. Mail coupon below for details of sales plan.

RADIOBAR CO. of AMERICA
270 Park Ave., New York, N. Y.
1582 Wiltshire Bivd., Los Angeles, Calif.

All Sets Licensed
Under R.C.A. Patents

1933
The New Sets

Current Trends for the 1933-34 Season

1933
Announcing

G-E COLOR-RADIO

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

Here's a grand, new G-E Radio value—a stunning full-size cabinet model, delivering that superb G-E performance which keeps on winning the tone-tests. And it's tagged with an amazingly low retail price.

But that's not all! This newest G-E Radio triumph has been given a novel, fascinating added attraction which is bound to make prospects stop, look—and buy.

G-E Color-Radio! A new tuning system, developed to permit tuning by rays of colored light, as well as by dial. These rays enable you to eye-check all tuning for finest performance. G-E Color-Radio is visible on three different adjustments on the panel—on the Noise Silencer (eliminator of man-made static), the Volume Control, and on the Tone Color Control—which for the first time in radio, permits tone adjustment at both ends of the musical scale—Treble and Bass! You can choose adjustments exactly suited to your individual taste—as you never could before!

Ring up another sales-making advance for G-E Radio—and another reason for getting and holding the G-E Dealer Franchise. If you aren't a G-E Dealer now, write for full information on the Franchise right now. And be sure to ask for full details about G-E Color-Radio and what it means to you as a profit-maker. Address Section R-442, General Electric Co., Merchandise Dept., Bridgeport, Conn.

GENERAL ELECTRIC RADIO

1933
1933
MAJESTIC 77, $46.50

MAJESTIC 341, $179.50

AUDIOLA 1030D, $85

STROMBERG-CARLSON 54, 12 TUBES $592.50

PHILCO 16L, $125

13 to 575 meters

STROMBERG-CARLSON 52, 12 TUBES $85

CROSLEY FIVER D $29.99

5 tubes, dual-cone

CROSLEY TWELVE $59.99

12 tubes

SPARTON "TRIO-LIAN", $165

Model 29-13 tubes

1933
1934
MAJOR EVENTS IN HISTORY

1934

John Dillinger, bank robber, is shot to death in Chicago by Justice Department agents.

F.C.C. – Federal Communications Commission is established.

The cruise liner Morro Castle is destroyed by fire off Asbury Park, N.J., killing 134.

Alcatraz becomes a federal prison.

Hitler becomes supreme ruler (Fuhrer) of Germany following the death of President Von Hindenburg.

TOP SONGS

Anything Goes
Deep Purple
Cocktails For Two
I Get A Kick Out Of You
Love In Bloom
On The Good Ship Lollipop

TOP MOVIES

The Barretts Of Wimpole St.
Berkeley Square
The Bowery
The Count Of Monte Cristo
It Happened One Night
The Thin Man

TOP BOOKS

Wine From These Grapes
Edna St. Vincent Millay

The Natives Return
Louis Adamic

The Daring Man On The Flying Trapeze
William Saroyan

ON THE RADIO

Mutual Broadcasting System becomes the 3rd American broadcasting chain.

TOP MUSICALS

Life Begins At 8:40
The Great Waltz
Anything Goes
Ziegfeld Follies
Thumbs Up

Jack Benny, one of radio's best-loved comedians.
Don't delay!—If you're a live distributor or dealer, looking for a live line, . . send for complete information, prices and profit story on the Wurlitzer Lyric 1934 Radios. Wurlitzer Lyric Radios have what it takes to make sales!

Remarkably sensitive, selective, true-toned superheterodyne circuits with automatic volume control and dynamic speaker . . by Wurlitzer Engineers. Unusual "eye appeal"—through smart, modern cabinets created by Russell Wright . . internationally renowned designer, and built by Wurlitzer craftsmen.

Every feature today's buyers' are looking for.

Table models; portable A-C-DC models; an unbeatable auto radio; two beautiful furniture models; short wave combinations; a remote speaker combination; and a complete line of consoles—4 tube to the sensational 13 tube SA-135. A set for every home, every pocketbook. Radios that reach new heights in beauty . . tone . . . and smooth, satisfying performance.

There's money in them for distributors and dealers . . and lasting satisfaction for the user. Write, wire, or use the coupon.

The RUDOLPH WURLITZER MANUFACTURING CO.
North Tonawanda, New York

Please send complete information on your line Radios, etc.

[ ] Immediate
[ ] Name
[ ] Address

1934
Made with all the care and painstaking attention to detail that go into the mighty Wurlitzer Organs, it's no wonder that 1934 Wurlitzer Lyric Radios—from the smallest compacts to the largest console models—have a rich, true, life-like tone which reproduces that of the artist or instrument with absolute fidelity.
CROSLEY 8M1... $99.50
CROSLEY 5M3... $19.99
DETROLA 7A3... $64.50
DE WALT 501A
Capehart 404B
Capehart 101
Com-Rad 660 $44.50
Lyric Model 2452 $49.95
RCA Victor Model 120 $54.50
Midget VS. Console $46.50
Emerson 38... $39.50
Emerson 71... $69.50
De Wald 802
Edison-Bell 64... $69.50
1934
1934

ACRATONE 87...$189.50

AMERICAN BOSCH 440T...$54.50

AMERICAN BOSCH 460R...$94.50

ANSLEY D4...$79.50

ARKAY 421

ARKAY 633

ATWATER KENT 145...$39.00

ATWATER KENT 1195...$180

BALKEIT 70...$34.95

BELMONT 675E...$54.50

BELMONT 575...$29.95

CLARION TC-2...$115

BELMONT 575...$29.95

Fairbanks-Morse Model 7016

$69.50

Sentinel 5721 All Wave Set

$29.95
Board the Bandwagon that Plays the Music the Public Wants!

The Stewart-Warner line is backed by an intelligent, vigorous merchandising program that is geared to help you sell more sets to more people. It's a sound plan, worked out by men who know sales promotion, men who know your problems and can help solve them. It includes powerful newspaper advertisements; a radio program of YOUR OWN, made to tie in your name with a cast of the biggest stars in radio entertainment; attractive mailing pieces, window and store displays—everything to get people into your store.

We believe you'll find this program one of the most interesting you've ever heard. There's no obligation if you'll let us tell you about it. Write, wire or phone today.

STEWART-WARNER CORPORATION
1855 Diversey Parkway, Chicago, Illinois

STEWART WARNER
Ferrodyne RADIO
"It is our task to perfect, to improve, to alter when necessary, but in all cases to GO FORWARD."

— said PRESIDENT ROOSEVELT in his message to Congress

Emerson GOES FORWARD

With the tremendously increased manufacturing facilities of our new plant in the great Port Authority Commerce Building, with an outstanding line of Compact Radios, that takes advantage of every new engineering improvement... with a selection of distinguished Consolettes and a brand new Console that is a masterpiece in both appearance and performance...

We take this opportunity to invite dealers and jobbers to visit our new quarters and learn at first hand our forward-looking plans for 1934.

The New Emerson Model 77

— founded in an exquisite cabinet of restrained modern design, including the finest expression in furniture made. The entire assembly in molded inlays of superior Oklahoma wood. Superbly finished in finest quality varnishes or fine mahogany.


Emerson features AC-DC Compacts for every purse and purpose.

Emerson Radio and Phonograph Corporation

NEW HEADQUARTERS—111 EIGHTH AVENUE—NEW YORK CITY

1934
THE NEW MAJESTIC
SUPER-SIX AC-DC PORTABLES

Operates on AC or DC 110 volts
... Superheterodyne ... 6 tubes ... Dynamic Speaker ...
Receives Police Calls ... Self-Contained Aerial ... No Ground ... Compact ... Light Weight ... Sensitive ... Selective ... Powerful ... Marvelous Tone ... Most Distinguished Cabinet
Ever Given to a Small Radio ... Ideal "All Purpose" Radio for Home ... Office ... Hotel ... School ... Summer Home ... Tourist Camp ... Sick Room.

Dimensions 6\(\frac{1}{2}\)\ inches high; 10\(\frac{1}{2}\)\ inches wide; 5\(\frac{1}{2}\)\ inches deep. In attractive smooth zipper carrying case is available.

THE AC-DC SUPER-SIX DE LUXE

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

Dimensions: 6\(\frac{1}{2}\)\ inches high; 10\(\frac{1}{2}\)\ inches wide; 6\(\frac{1}{2}\)\ inches deep.

1934
Backed by a powerful advertising campaign... that will feature the three big advantages RCA Victor Globe Trotters have this fall. 1—Perfected Foreign reception. 2—New life-like tone. 3—Beautiful cabinets (by one of America's foremost designers). RCA Victor is headed for a big fall season. Join in the money-making parade. Write, wire or phone your RCA Victor distributor.

128 6-tube, 3-band AC table model, modified cathedral. Foreign and United States bands.

143 8-tube, 6-band AC table model. Foreign and United States bands, also new long wave weather reports. Aristocrat of the table sets.

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

262 A 10-tube, 5-band AC console, open face. All Foreign and United States bands up to 36,000 k.c. Also new long wave weather reports.

281 A de luxe 12-tube, 5-band AC console, with doors. All Foreign and United States bands up to 36,000 k.c. Also new long wave weather reports.
Announcing

TEN NEW RCA VICTOR GLOBE TROTTERS!

New features . . . world-wide range . . . superb tone . . . cabinets of rare beauty — all combine to make this RCA Victor’s greatest fall season!

118 3-tube, 2-band AC table model, latest design. Foreign and United States bands, with extra features.

121 6-tube, 2-band AC table model, cathedral with keystone. Foreign and United States bands.


224 6-tube, 3-band AC console, open face. Foreign and United States bands.

RCA VICTOR
A RADIO CORPORATION OF AMERICA SUBSIDIARY

1934.
The First of the Jubilee Series marking PILOT'S 25th Year of Uninterrupted Service to Radio

PILOT "Miniatures"

The two models shown are a preview of the PILOT "Miniature" sets in the Jubilee Series — tiny, but with the wallop of a giant — full, powerful, selective super-heterodynes, with dynamic speakers, incorporating the latest development in tubes and circuits. They compare only with larger models and include the latest scientific musical development in the field of acoustics. Made by master craftsmen in the largest self-contained radio plant in the world.

JUBILEE SERIES PRICE RANGE — $20 TO $100

Sold only through authorized distributors — write your's TODAY

PILOT RADIO & TUBE CORP.

LAURENCE, MASSACHUSETTS

1934
A new and dramatic leader for your full line sales!

GENERAL ELECTRIC started something three months ago . . . gave the radio business the lift it needed. Introduced thrillingly new all-wave sets that reach out across the world for new entertainment.

Of course, these dramatic sets sold—sold big. But they also generated new buying enthusiasm for every set that General Electric makes.

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

And at this time of year, when buying normally falls off, the demand for all G-E sets, short-wave and standard-range alike, continues to climb.

Tie up with today's most enthusiastic buying market. See your nearest G-E distributor. Or write the General Electric Co. Section R-361, Merchandise Dept. Bridgeport, Conn.

"Now is the time to buy"

MODEL K-85 (above)—All-wave deluxe console. A.C. superhet.
ZENITH PRESENTS THE INSTRUMENT OF PERFECT MUSICAL RECEPTION . . . the Stratosphere

25 Tubes
High Fidelity
$750

This great instrument definitely proves Zenith leadership in the field of modern radio reception. You sell musical perfection in an instrument produced by engineers who have made the name of Zenith famous.

It is easily the greatest radio performer you ever have demonstrated. The Stratosphere has 25 tubes, 3 speakers (2 Concert Dynamics and 1 High Frequency) and 5 wave-bands. It has a tuning range sufficient to get American and all foreign stations.

Tune it in low volume . . . you scarcely can hear its voice across the average room! In full volume it is powerful enough to fill the vast space of any school, church or club auditorium.

Never once, from full to low volume, does the Stratosphere distort, or omit the rich, full warmth of every note that has come to the microphone . . . one mile or ten thousand miles away!

Triple Filtering, designed to filter out the sputter, crackle and noise that comes with long distance reception, has reached perfection in the Stratosphere. Its benefit in modern radio reception is here most clearly demonstrated. All the fine points of Zenith engineering and construction are clearly evident in this great new instrument.

We invite your inquiry about the Stratosphere.

ZENITH RADIO CORPORATION
3620 Iron Street, Chicago, Ill.

1934
ZENITH BRINGS YOU
TWO NEW MODELS
WITH
Split-Second* Tuning

*Split-Second Tuning on the Zenith Airplane Dial is an extra hand... like the minute hand on a clock. It permits you to log and accurately relocate all foreign stations.

If you've wanted a radio with something extra in the way of good looks... here it is! Two new Zenith Long Distance Radios with Triple Filtering plus Split-Second* tuning!

Check off their sales features: both have a 9 tube chassis, two 8" speakers, 3 gang condensers and a tuning range of four wave bands... from 545 kilocycles to 20500 kilocycles... triple filtering that sifts noise from foreign reception, and Split-Second* tuning.

Both are powerful, distance-getting sets that match anything in their price class... and a good many above them too! And both carry the Zenith Guarantee Bond: daily short wave reception direct from Europe, South America or the Orient or money refunded!

In rich, dignified beauty few sets on the market can match these two new Zenith models. They're built heavier. They have the appearance of hand craftsmanship. Models 970 and 975 look like and are quality!

You'll clinch the sale with Split-Second* tuning on the Airplane Dial of these two models. Add them to your sales floor display.

ZENITH RADIO CORPORATION, 3620 IRON STREET, CHICAGO, ILLINOIS
Notable Additions to a famous line!

ALL-WAVE Radio

Here it is, now in production. Already tested by short wave experts, No. 68 has thrilled everyone. They are astounded that a set so sensitive can be so quiet; that its high sensitivity is so uniform, with no "dead spots" anywhere on the dial. They say its tone quality is a revelation, proving that short waves can compete with standard waves for entertainment.

They are amazed at its ability to "hang on" to stations that fade, as indicated by the visual tuning meter. They praise its easy operation; the large airplane dial; the long vertical-reading scales with the short wave broadcast channels and police channels clearly marked on the dial; the "SelectorLite" which illuminates only the portion of the dial in use; the dual ratio knob, permitting slow or rapid tuning without a gear-shift or any backlash; the automatic antenna selector, for automatically connecting the best available aerial or doublet for standard waves or short waves. In short, they tell us No. 68 makes short wave reception as pleasing and as simple as standard wave radio. Yet the No. 68 was not designed for short wave alone. It's an all-wave set giving splendid performance on standard waves. And the service man is quick to appreciate that here's an all-wave set in which every part is readily accessible. Desirable dealer territories and outlying distributor territories available. Write to Stromberg-Carlson's main office at Rochester, N. Y., or to the nearest branch office at Chicago, Kansas City, San Francisco, Atlanta, or Toronto, Canada.


SELECTOR LITE DIAL
The dial is divided into four sections: 540 to 1500 Kc, the standard broadcast channels; 1500 to 6000 Kc, the police, aircraft and amateur channels; 6000 to 19,000 Kc, including the 19 and 31 meter broadcast bands; 19,000 to 25,000 Kc, including the 23, 19 and 16 meter broadcast bands and down to 12 meters. Only the section in which your tuning is illuminated.

THE NO. 69 SHORT WAVE SELECTOR
Adds short wave, (1,500 to 25,000 Kc) to your present radio thus giving you all-wave reception.
For finest reception on domestic programs, the standard wave Stromberg-Carlsons are superior to any all-wave combination yet developed. This No. 69 Short Wave Selector, used with a standard wave Stromberg-Carlson makes available high quality on short waves up to 25,000 Kc, including the 19, 31, 23, 19 and 16 meter bands and down to 12 meters. This also makes available the recent extension of the standard broadcast band between 1,500 and 1,800 Kc. Same short wave operating features as No. 68. Requires no change whatever in your present set. Equipped with 4 tubes. Price, East of Rockies, $89.36.

"There is nothing finer than a Stromberg-Carlson"

Stromberg-Carlson
MAKERS OF VOLUME TRANSMISSION AND VOLUME RECEPTION APPARATUS FOR MORE THAN FIFTY YEARS

1934
SMARTTEST SALES-MAKERS IN RADIO!

Book and Metal Midget Models

The use of metal cases has enabled Stewart-Warner to achieve a smarter, smaller design and more durable finish than would be possible with wood.

Both in beauty and performance, the superiority of this metal midget is outstanding. The reproducer, the same as used on the Book models, costs twice as much as those considered good enough for ordinary midgets.

The powerful, ingeniously designed circuit utilizes in a unique and effective combination the latest in tube equipment: the 36, 39, 38 and 12Z3.

Police calls in addition to regular programs are brought in by this novel, compact, all-metal midget, which operates on either A. C. or D. C. current.

The trouble of overheating, encountered in ordinary midgets has been eliminated by a special 'Heat Take-off' plug-in cord—an exclusive Stewart-Warner feature.

Get full details of Stewart-Warner Companion-Set models from your nearest distributor—or send coupon today.

STEWART-WARNER CORPORATION
1826 Diversey Parkway, Chicago, Ill., U. S. A.

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

Name: ____________________________
Address: __________________________
City: __________________ State: _____

1934
Built for PERFORMANCE

COLONIAL

Really DIFFERENT in Design!

Colonial
Model 300
$30
COMPLETE
with R.C.A. Tubes and Built-in Aerial

[10⅞" wide—9⅞" high—
41⁄2" deep]

Designed in the popular contemporary style, this cabinet will immediately take the fancy of owners of modern furnishings, or of those who want to add a modern touch to a room. Constructed of satin finished ebony black Durez with polished chromium grille and trimmings. Here is a headliner for window display—advertising feature—S A L E S —and PROFIT!

'Prices slightly higher
West of the Rockies'

NOW... through the engineering genius of Dr. Fulton Cutting and his associates, every limitation commonly found in compact receivers has been overcome. Here is PERFORMANCE that will satisfy, even under the difficult reception conditions of the summer months. Consult the nearest of the 76 Graybar branch houses for full details.

Colonial Radio Corporation
Buffalo, New York

1934
MAJOR EVENTS IN HISTORY

1935

Social Security Act is passed.
Senator Huey Long of Louisiana is assassinated in Baton Rouge.
Humorist Will Rogers is killed in an air crash.
Amelia Earhart is the first woman to solo flight across the Pacific Ocean.
Pan Am begins Pacific flights with giant super plane, the China Clipper.

TOP SONGS

Songs From Porgy & Bess
Begin The Beguine
Cheek To Cheek
I'm In The Mood For Love
Lovely To Look At

TOP PLAYS

The Petrified Forest
Three Men On A Horse
Awake & Sing
Winterset
Dead End
Pride & Prejudice

TOP BOOKS

Absalom, Absalom  William Faulkner
It Can't Happen Here  Sinclair Lewis
Life With Father  Clarence Day
Tortilla Flat  John Steinbeck

TOP MOVIES

Anna Karenina
Broadway Melody Of 1935
China Seas
Curly Top
Dangerous
David Copperfield
G-Men
The Informer
Les Miserables
Mutiny On The Bounty
Ruggles Of Red Gap
Top Hat

TOP MUSICALS

Porgy & Bess
Jumbo
Jubilee
Earl Carroll's Sketchbook

ON THE RADIO

Vop-Pop
One Man's Family
Fibber McGee & Molly
Your Hit Parade
Lum & Abner

1935

Jim and Marian Jordan ("Fibber McGee and Molly")
The STORY BEHIND
THE NEW 1935
FADA
Radio

MODEL 1452 A
World Wide Radio

Both of these new models are
superbly endowed with tuning
ranges of 550 to 1550 kc and
5 kHz to 15.5 Mc. Features in
clude illuminated controls,
silent volume control, variable
tune control, phonograph jack—
needle detector (tube perform-
cence), tube preamplifier—
dynamic speaker.

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Greater Profits!

Legitimate competition means legitimate profits to you, the delalor, in the story behind the FADA PROFIT LINE for 1935. The FADA franchise will be extended to new territory and will be afield to dependable dealers only. The FADA Policy of PROTECTED PROFITS will be strictly maintained.

Greater Values!

The new FADA radios for 1935 embody every known advance in radio science and engineering. They are the result of 15 years' experience building fine radio receivers. The world-wide models are guaranteed to bring in foreign states with clarity and volume. You can offer your clientele nothing finer than a FADA Radio.

Finer Quality!

These two flats nut the
same height; efficient chassis
8 tubes — varied from 15 to 6,
silent volume, tone control
inherent in fine radio receivers:

FADA RADIO & ELECTRIC COMPANY
LONG ISLAND CITY - N. Y.
GENUINE STEWART-WARNER
Craft-built CABINETS!

*Your prospects will certainly "go for" these new sets. Not only do they have everything in "ear-appeal"—as a demonstration will quickly prove—but they have everything in "eye-appeal," too. They have been pleased by some of the finest designers in the country. You will have to see them in reality in order to appreciate fully how much beauty, grace and distinction have been achieved by the marvelous matching of woods and the mellow color harmonies.

In addition, the beauty of these cabinets has been enhanced by the new, improved Diffusalite Magic Dial, whose soft, luminous rays cast a beautiful lighting over the multicolor wave bands.

STEWART WARNER
Ferrodyne RADIO
Presenting

A STROMBERG-CARLSON with
TOUCH TUNING-SUPER CLASS A
AMPLIFICATION and HIGH POWER

at $125.

Tunes your favorite stations by touch, or
all channels with "free wheeling." Absolutely silent when tuning between favorite
stations. Delights everyone with its restrained
new-day cabinet. Reproduces with new brilli-
ance gained by Super Class A Amplification
and high power (15 watts). Covers the entire
broadcast band, both channels of police calls,
many amateur and aircraft stations. A new
standard of comparison from a famous labora-
tory, RADIO'S QUALITY LINE EXTENDED
to VOLUME SELLING.

Stromberg-Carlson range in price from $79.50
(Automobile Radio) to $92.50 East of Rockies.
STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Other Attractive New Models

NO. 56 R TE-LE-K-TOR-ET  Stromberg-Carlson's latest
innovation. A console model with removable tuning mechan-
ism, so that it may be operated either with or without remote
control. The removable selector case of polished burled wal-
nut gives control of every function of the radio. Touch Tuning
of favorite stations. Modish cabinet of French Ceylonian
Walnut, Tiger Wood and Carpathian Elm. A set whose unique
versatility is very appealing. Price, East of Rockies $188.50

NO. 59 RADIO  The finest "straight radio" (except Te-le-k-tor) ever produced in the Stromberg-Carlson factories.
Large-sized cabinet of solid walnut with doors, whose rich
quality is unmistakable. Eleven-tube chassis built on a one-
piece copper-plated framework. Seven sectors fundamental
tone range, and all the operating excellence the experience
of radio engineers can provide. Super Class "A" amplification
and High Power (18 watts). An instrument for
your finest home. Price, East of Rockies $275

"THERE IS NOTHING FINER THAN A STROMBERG-CARLSON"

Stromberg-Carlson

1935
Send these sets out SELLING!

Never before have there been radios that bring in so many unsolicited inquiries, for every one sold, as do these new Stromberg-Carlsons.

They are their own best salesmen. The superiority of the Selectorlite Dial and Dual Ratio Tuning Knobs over any other all-wave tuning system is instantly apparent. Their Natural Tone on all wave bands thrills both the radio expert and the casual listener. The beauty and sturdiness of their cabinets makes them desirable in any home.

The No. 68-R All-Wave and the No. 60-H Short Wave-Broadcast Radio are outstanding highboys that are particularly appealing to women. Dealers wishing to build a profitable “repeating” business in the short wave season just ahead should investigate the unusual possibilities in the Stromberg-Carlson franchise.

Stromberg-Carlson range in price from $69.50 to $905.00 (East of Rockies).

Stromberg-Carlson, Rochester, New York

“Never before have there been radios that bring in so many unsolicited inquiries, for every one sold, as do these new Stromberg-Carlsons.”

“Every one sold sells many more.”

Stromberg-Carlson

1935
Emerson Radio

Emerson AC-DC "Miracle 6"

Six Tube Performance in a Compact

Model 19—the four-tube superheterodyne sensation of the industry. Specially designed circuit employs dual-purpose tubes, iron core i.f., automatic overload control, dynamic speaker and other big-set features. Near bakelite cabinet. List price.

Model 17—Same as Model 19 in black cabinet with chrome trimming. $19.95


Model 51—Regular broadcast and police radio. Four-tube AC superheterodyne. Dynamic speaker. Walnut cabinet. List price, $37.50

Emerson Radio & Phonograph Corporation, 111 Eighth Avenue, New York, N. Y.
Now! ... GRUNOW

THE LAST WORD

With the Amazing, Exclusive

RADIO'S GREATEST TONE DEVELOPMENT—
A REAL IMPROVEMENT THAT PROSPECTS
CAN TOUCH, SEE AND HEAR—HEADS
LONG LIST OF SPECTACULAR FEATURES

The 1934 Grunow made radio history.
This 1935 line has twice the sales and
profit possibilities! Beauty, perform-

Grunow Model 320— A truly amazing performer
for the AM-TEL prospect in a cabinet that
seeks new style-standard in this field. List at $129.95

Grunow Model 400— A distinctive cabinet
in a cabinet, focusing
and full sound. Price $129.95. List at $139.95

Grunow Model 370— A surprising,
powerful, and effective broadcast
with full sound. Price $129.95. List at $139.95

Grunow Model 360— A powerful, tuneable
radio, including weather band,
in a cabinet of interesting
beauty. List at $187.95

Grunow Model 411— Another new and
appealing Grunow value in this 4-place tube
all-wave radio covering 550-16,000 Kc.
in a beautiful influence cabinet.
List at $159.95

Grunow Model 421— A powerful 12-tube Super
Hi-Fidelity radio—true all-wave, including
weather band—model that challenges competition
with new selling at $167.95

PRICES are slightly
higher on the West Coast

NEW

with TONE-TESTED

GENERAL HOUSEHOLD SERIES

1935
ENGINEERING CREATES
IN MODERN RADIO
TONE-TESTED RESONATOR!

Sure, value...yes! But bigger still is the magic of true Super Hi-Fidelity tone perfection offered in the amazing new Tone-Tested Resonator. And, again we ask you to look inside before you buy! Because real value is built all through every Grunow set.

Grunow Model 609—The same powerful all-wave/tone resonator as Model 604. Also, automatic antenna range switch. $149.50

Grunow Model 607—Six metal tubes in a worthwhile radio covering 1175-18,000 K. Also, automatic antenna range switch. $169.50

Grunow Model 611—A genuine all-wave receiver with a simple tuned circuit, in a bolted Masonite worthy of a table setting for a lunch box. $199.50

Grunow Model 127—An immense model with a powerful Super Hi-Fidelity tone-all-wave receiver with 16 wires, motor and all Grunow advancements. Lutes at F.B.R. Factory.

Radio
RESONATOR...
COMPANY — CHICAGO

Also a complete line of fine battery radios

1935
Better performance than any other Stromberg-Carlson under $100!

The NEW No. 82 ALL-WAVE

FEATURES

FOUR TUNING RANGES covering frequencies from 110 to 33,000 kc.

SELECTOR-LITE DIAL automatically indicates and illuminates the tuning band in use.

VISUAL TUNING METER shows exact tuning point and comparative signal strength of stations.

COMPLETE INDEPENDENT SETS OF TUNING COILS give you high selectivity and unison tuning.

AUTOMATIC ANTENNA SWITCH automatically switches the antenna on or off.

15-WATT CLASS "A" POWER OUTPUT for a pure Natural Tone volume, without distortion.

LOW-LEVEL TONE COMPENSATION keeps bass, treble and midrange registers in balance even at whisper volume levels.

Yes — actually better performance than any previous Stromberg-Carlson under $400 — and in addition it is an All-Wave — housed in a large, luxurious cabinet.

An amateur, using this new No. 82 for the first time, actually brought in 73 foreign stations at room volume. He tuned in a distant weak station operating on the very next channel to a 50,000-watt station in his own city, without the slightest interference.

The cabinet combines size and beauty. Particularly attractive is the band of horizontally grained walnut which crosses the vertically grained sides and wings. The instrument panel is of walnut swirl, top and sides striped walnut. Height, 41 1/4 in; Width 27 1/8 in; Depth, 15 3/4 in. A radio that will crowd the old set out of the house.

Stromberg-Carlsons are priced from $69.50 to $98.50 (East of Rockies).

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N.Y.
World's Greatest Values in Radio Receivers for 1935

Each model of the 1935 Crosley line represents the utmost in beauty and performance in its respective price field. Therefore Crosley dealers give the most for the money in any price range from a beautiful table model at $19.99 to a gorgeous console at $99.50. The American-Foreign and 3-Band All Wave models are exceptional values. Your nearest Crosley distributor will give you full details.

THE CROSLEY FIVER

$19.99 complete

AMERICAN-FOREIGN AND ALL WAVE MODELS at lowest prices

<table>
<thead>
<tr>
<th>Model Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN-FOREIGN</td>
<td>$39.95</td>
</tr>
<tr>
<td>614PH 3-Band All Wave</td>
<td>$49.95</td>
</tr>
<tr>
<td>614HG 3-Band All Wave</td>
<td>$65.00</td>
</tr>
<tr>
<td>114EA 3-Band All Wave</td>
<td>$59.95</td>
</tr>
<tr>
<td>714GA 3-Band All Wave</td>
<td>$65.00</td>
</tr>
<tr>
<td>114GB All Wave (Lowboy)</td>
<td>$79.50</td>
</tr>
<tr>
<td>714GA 3-Band All Wave</td>
<td>$79.50</td>
</tr>
<tr>
<td>714NA 3-Band All Wave (Lowboy)</td>
<td>$85.00</td>
</tr>
<tr>
<td>814GB All Wave (Lowboy)</td>
<td>$99.50</td>
</tr>
</tbody>
</table>

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.

THE CROSLEY RADIO CORPORATION
Head of the World's Station - KLF - Most powerful in the world—2,000,000 watts.
NEW FEATURES


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

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

MODEL A-82 . A combination of two cabinets. The upper portion covers the range of the receiver as it is used in the standard broadcasting receiver. The lower cabinet, which contains the short-wave section, may be connected to the upper section, as required, and tuned and operated independently. It is a new model. The walnut-veneer cabinet is designed to blend harmoniously with the standard model.

NEW PERFORMANCE

This is the metal ensured by GE Electric engineers to give the best PERFORMACE and insure a lifetime of continued radio receiver satisfaction "SIN STEEL."

STABILIZED

"with the tube as seal."
NEW VALUE SALES PEAKS

MODEL A-70 ... a three-band table model covering the entire standard broadcast band and also the foreign short-wave frequencies. New metal tubes. Its walnut veneer cabinet has a rich and simplified design that lends a tone of conservative modernism to any home interior.

MODEL A-25 ... a four-band console our time. Who demands above the average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82. New metal tubes. Unusual cabinet beauty makes this set a highly desirable addition to the furnishings of any home.

MODEL A-97 ... a four-band console for those who demand above the average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82. New metal tubes. Unusual cabinet beauty makes this set a highly desirable addition to the furnishings of any home.

developed by General Telephone and great to PER-

enables an entirely new

The following text describes the characteristics of the radio models mentioned:

- **MODEL A-70**: A three-band table model covering the entire standard broadcast band and also the foreign short-wave frequencies. It features new metal tubes and a Walnut veneer cabinet with a rich and simplified design that lends a tone of conservative modernism to any home interior.

- **MODEL A-25**: A four-band console radio. It demands above the average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82, featuring new metal tubes.

- **MODEL A-97**: A four-band console radio. It also demands above the average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82, featuring new metal tubes.

In conclusion, the radio models from General Telephone are designed to provide superior reception and aesthetic appeal, making them valuable additions to any home.

1935
SPARTON uses only QUALITY PARTS IN THE NEW MODEL 616

A six tube short wave and all wave four band superheterodyne featuring non-warping chassis construction to maintain perfect alignment — rubber floated condenser and chassis — illuminated airplane dial — three speed tuning and many other new and attractive developments. Of course, Sparton uses

the new QUAM QUALITY ARMORED DYNAMIC

Where perfect adjustment must be maintained with maximum sensitivity, the super-sensitive QUAM ARMORED DYNAMIC is a necessity — the speaker with the stability of Gibraltar — the 1936 speaker!

QUAM-NICHOLS CO.
1623 West 74th Street
CHICAGO
1674 Broadway . . .
NEW YORK CITY

"AMERICA'S LARGEST SPEAKER MANUFACTURER"

1935
New American Bosch Models


The new line introduces several features which are designed to increase buying interest. Notable among these is area tuning employed in Models 47, 51, 470K and 470G. This takes advantage of the fact that the principal three wave stations are grouped close together in certain areas on the dial. On the losing end of each of these areas is identified with letters from A to H, and underneath the tuning scale the areas in which programs or foreign countries can be found are indicated by letters.

Another feature found in Model 480D (10 tube, 740-23,500 kc.) is a special sensitivity center, and between stations none eliminator. This adjustable control enables the owner to "individualize" his set to his own taste and to local conditions. Right hand tuning.

Wilcox-Gay Battery Model 5A6-75

A six-tube, 5 volt radio style battery radio, Model 5A6-75, is now ready at the factory of the Wilcox-Gay Corp., Chesterfield, N. H. It has full volume adjustment, a 3 1/2 volt bell, and is equipped with a 3 1/2 volt speaker. It is designed for farmers and police. The battery drain is 1/4 watt and the current requirements are 120 volts for the "A" and 4 volts for the "E" battery. The output frequency is 2,000 kc. at the 12 volt battery, 117 volts and 1/2 watt.


American Bosch Model 3167

A novel and attractive unit for use in the form of a calibrated and illuminated retort, Model 3167, is now available. It is a 5 tube, 2 volt, 250 kc., 2000 kc. battery operated set, with a unique feature. The six volt battery is arranged for use on any desired battery combination and the battery requirements are 115 volts for "B," 220 volts for "E," and a two volt "A" battery. Current consumption is low, the "A" battery drain being 4.20 mils, and the "E" 3.80 mils. Price, $19.75. Radio Review, February, 1935.

Stromberg-Carlson Model 5511

Stromberg-Carlson Model 60-M

A fifth member of the "Sixty" series, set 60 is announced by the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., a shortwave model to be known as Model 60-M.

It is a strikingly designed console-type model, key for 420 kc. to 1,770 kc. Price, $175. Radio Review, February, 1935.

G.E. Model M-42

A neat table model has just been announced by the General Electric Co., Schenectady, N. Y., a shortwave model to be known as Model M-42.

Illustrated is one of the leading sets of the new 1936 fine line, Pierce Aire, Inc., 540 Slate Ave., New York City. It is known as the Model 615 and is designed for both foreign and American over seas race and 1,770 kc. to 2,000 kc. The cabinet is a gracefully designed 6-leg set, covers 540-1,770 kc. to 2,000-3,600 kc. For a.c.-d.c. operation with the ease of 2,000-3,600 kc. band. It is licensed to Model 403.

Illustrated is one of the leading sets of the new 1936 fine line, Pierce Aire, Inc., 540 Slate Ave., New York City. It is known as the Model 615 and is designed for both foreign and American over seas race and 1,770 kc. to 2,000 kc. The cabinet is a gracefully designed 6-leg set, covers 540-1,770 kc. to 2,000-3,600 kc. For a.c.-d.c. operation with the ease of 2,000-3,600 kc. band. It is licensed to Model 403.

Model 00 is a portable 6-leg set for use on any desired battery combination and the battery requirements are 220 volts for "B," 115 volts for "E," and a 2 volt "A" battery. Current consumption is low, the "A" battery drain being 4.20 mils, and the "E" 3.80 mils. Price, $19.75. Radio Review, February, 1935.

American Bosch Model 2169

De Wald Model 615

Crosley Centurion

"Crosley Centurion"

The six-tube model has been named the "Crosley Centurion." This is a feature model to be known as the "Crosley Century," and has a new 10-wave radio for 1935. It has a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935. The six-tube model is a half-wave model, with a new 10-wave radio for 1935.
NEW MERCHANDISE

1936 Atwater Kent Radios

Metal tubes in six of the new line of Atwater Kent Radios, Philadelphia, Pa., were announced at its annual convention in that city this month. Five of the chassis have been added to the line of the Fada Radio & Electric Co., Long Island City, N.Y. It is available with either five-tube chassis using metal tubes or six-tube chassis using metal tubes throughout, listing at $59.95 and $69.95, respectively. Both chassis cover world wide tuning range.

Fada Models 150CA, 160CA

A new console has been added to the line of the Fada Radio & Electric Co. A 15-in. dynamic speaker is used in connection with either type chassis. Both of the chassis are available in a table type cabinet listing $29.95 and $34.95. — Radio Retailing, December 1935.
NEW

MERCHANDISE

"Universal" 32 and 6 Volt Sets

Horn 1936 Line

Case Radios

Horn "Mirror" Radio

Case Model 310 and 710

Horn Model 1107

Fairbanks-Morse 1936 Sets

Horn "Mirror" Radio

Case Model 1106

F-M Model 1105

Case Models 310 and 710

F-M Model 1106

Case Model 1107

F-M Model 1117

Superior Cabinets

Horn 1936 Line

Case Radios

Two upright table sets are also available both equipped to tune shortwave foreign stations. The broadcast set will also be made available at a later date.

Horn "Mirror" Radio

Case Model 1106

F-M Model 1105

Case Model 1107

F-M Model 1117

Superior Cabinets

A most complete and comprehensive line of cabinets of modern and period design as well as the Model 1117 table model of conventional design is announced by the Superior Cabinet Co., 2411 Poptowne Avenue, Brooklyn, N.Y. Twenty different styles to suit every need are available.

November, 1935
Two New GE Metal Tube Sets

Kadette “Sixty Six”

A powerful 2 tube set on a combination of modern high tubes just been placed on the market by the Radio and Television Sales Co., Inc., of New York. The beautiful metal cabinet and all polished lines of this set are a striking feature. A metal shelf provides extra space and allows complete control in the lighting of the cabinet. Horizontal grille design lends the cabinet a modern touch. This set covers from 550 to 1600 meters. The dimensions are 13 X 5 X 18 inches. Issued in New York, November 1935.

Trav-Ler Radios

Advertised as the world's smallest radio, the all-tube model set made by the Trav-Ler Radio & Tel. Corp., 1925 W. Van buren St. Chicago, comes in a smart cabinet. The same set sold this same line in an upright model. This set is the Model 21. Upright model set, three tubes. Cost, $1.00.

New complete Trav-Ler line includes several convenient models ranging in size from a 1 tube model to a 6 tube model.

Gramp Illuminated Shortwave Globe

An authentic, detailed map in colors showing all of the stations with call letters may be obtained from the George P. Cramp Co., 27 E. Georgia St., Indianapolis, Ind. The unusual feature of this globe is the fact that it may be illuminated. A switch converts it into a glowing ball, making it easier to read and adding to its decorative appearance. Base is finished in Venetian bronze with gold high-lighting. Retail price, $10. Supplied to dealers for around $7.50. These globes make excellent premiums and are useful for promotion purposes, etc.

In addition, the Cramp Co. makes a complete line of globes in the 3, 5, and 12 in. sizes—Radio Retailing, December 1935.

Emerson Clock Radios

Something quite new in radios, shown for the first time at the New York Show, is the clock radios of the Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City. It is finished in the same frame and back as a regular Emerson clock. Within this cabinet is a complete radio equipment for two receivers. The sound is sent to a loud speaker. The rpm is 58. Price, $16.50. The chassis is available in 5 and 6 tube models.

ICA Adapters for 8 Prong (Octal) Metal Tubes

With the low adapters brought out by the Atwater Kent Mfg. Co., Philadelphia, Pa., has announced a 4 tube model set to be inserted in the place of the 3 tube universal. This new attachment is designed to give the operator the choice of any available tube. The price range from 15.50 for a 2 tube model to 21.50 for a 4 tube model. The adapter is available in 15.50 for a 2 tube model and 21.50 for a 4 tube model.

ICA adapters will be placed on the market for 3 tube models.

ICA adapters are in four sizes: 3, 4, 5, and 6 tubes.

S-C “Bookshelf” Radio

The new “bookshelf” table set of the Spencer Carboy Telephone Manufacturing Co., Rockford, Ill., meets with universal acceptance. It is a model that you can place on a book shelf—see illustration. The set is known as model H-1 and uses the new metal tubes and is a four-tube set. The cabinet is formed of a metal tube series. The dimensions arc 11 X 18 X 12 inches. Weight, 15 lbs. Complete stage is from 100 to 1600 meters. Issued in New York, November 1935.

World Radios

A custom built always super-heterodyne, known as the “Radiola,” has been placed on the market by World Radio, 1925 Main Ave., Brooklyn, N.Y. It covers a frequency range of 240 to 11,000 meters or 12 to 144 lbs. The circuit consists of two double stages and a novel installation of the fuser suppression system. It is the feature of the set that it has a “Detector-Light” dial—resulting light indicator showing on the surface the presence of the station when tuning the receiver. This chassis is available in world wide set, 6 tubes, 110 tubes, 3 tubes, 110 tubes, 2 tubes, 110 tubes, 1 tube, 110 tubes, and 1 tube, 110 tubes.

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1936
MAJOR EVENTS IN HISTORY

1936

King Edward VIII of England abdicates the throne to marry the American woman he loves.
The Spanish Civil War begins.
Bruno Hauptmann, kidnapper of the Lindbergh baby, is executed.
Germany, Italy and Japan sign Tripartite Pact.
Life magazine is founded.
Roosevelt defeats Landon in the greatest landslide in U.S. history.
Germany enters Rhineland – Italy conquers Ethiopia.
Boulder Dam and Triboro Bridge (N.Y.C.) are completed.
Lindbergh warns of Germany's growing air power.

TOP SONGS

It's A Sin To Tell A Lie
Moonlight & Shadows
Pennies From Heaven
Organ Grinder Swing
Shoe Shine Boy
Stompin' At The Savoy
There's A Small Hotel
It's D'Lovely

TOP MUSICALS

On Your Toes
Red, Hot and Blue

TOP BOOKS

How To Win Friends And Influence People
Dale Carnegie
Inside Europe
John Gunther
Drums Along The Mohawk
Walter D. Edmonds
Gone With The Wind
Margaret Mitchell

TOP MOVIES

Anthony Adverse
Dodsworth
The Great Ziegfeld
The Green Pastures
Modern Times
Mr. Deeds Goes To Town
San Francisco
Story Of Louis Pasteur
A Tale of Two Cities

ON THE RADIO

Top Personality – Kate Smith
Gang Busters
Major Bowes' Amateur Hour

Bing Crosby with the late Bob Burns on the “Kraft Music Hl
Eye Appeal
1936 RADIOS HAVE IT

MODEL S
The public will have many models to choose from this year, for the average factory line has 15-17 models. This includes 5 models in 1935 and 6 table types in last year. No evidence to indicate more models in proportion to production, or models.

BATTERY SETS
More companies appear to be interested in battery sets. 73 per cent of all makers producing them as compared with 68 per cent shown in our September, 1936, analysis. Another extreme-interesting trend is seen in the production of battery models with built-in Calling stations by 19 per cent of the field, whereas two years ago only 12 per cent. About the same attention is paid to 32 volt L.A. sets. 18 per cent as compared with 15 per cent a year ago. But those companies that make such models appear to be giving the usual purchaser more variety with respect to models.

Improvements in these district economics have obviously stimulated radio manufacturers to greater interest in this business.

COMBINATIONS
Less interest in phonograph-radio combinations is evident this year. Only 8 per cent of all makers prefer to concentrate on volume items at lower lists, for 16 per cent of the producers include combinations in their new lines as against 25 per cent last year. Automatics similarly drop from 13 per cent to 8 per cent, with concerns specializing in this particular type of business paying more steele to other lines producing diversified lines.

AUTORADIO
More auto-radio business for the specialists of course, indicated by a slight decline in interest in this type of merchandise among home set makers. Forty-four per cent of all companies...
MODEL TRENDS

WHAT kind of radio will the

neckle public buy this season?

How much will the consumer be willing
to pay?

No one can be quite certain just how
the wind blows until the season is well
under way. But we can determine by
analyzing the specifications of new
lines appearing in the following pages
what manufacturers think the public
wants.

METAL TUBES

Extremely interesting facts come to
light concerning the popularity of
metal tubes among designers. Sixty-
two per cent of all companies listed use
them in one or more sets, generally
sticking to glass rectifiers even where
metal is used in other sections. One
manufacturer uses them exclusively in
every model. A larger number of
manufacturers still use standard glass tubes exclusively than we had imagined. A per cent of
them to be exact. Either these makers
were caught with production too far
advanced to switch or prefer to avoid
any possibility of "bugs" or delivery
holdups.

Glass tubes with metal bases are found
in 4 per cent of the new lines. We
predict that the number of sets will
increase as the season advances. An
increase in the number of sets of metal
tubes is also to be expected as models
are added to the pre-season list.

Obviously, the bulk of the production
more efficient, more
beautiful . . . are a
the replacement market

have been sold as has the
new and advantage of the
price and
but they have found it necessary
is absolutely no comparison with those it
some models at this time, as further
models show.

Most times are not available, one is 2 volt battery operation. And new
microphone tubes are not introduced until the"spring," yet that the car are
input for the ratings. With this input
were the proportion of models
tubes are relatively low. Battery uses of both the car and house
without are included in the analysis. Of
were the 100 models looked at.

If you are the type of
are included in the
in the more classic. Another tubes per
are glass types with the coal last.
and 17% were of all the variety types
were offered for regular glass tubes.

It is more significant to determine
at a percentage of new ac., of new dc.
for the same models, including 2 volt
tubes are the tubes from the
inches. Precisely it has been the
independently happens to be
high interest when the brand of which the metal today are connected
which are considered.

PRICES

Two 85's check price trends. The
version outside since 1936. This is a
increase over last year, manu-
ufacturer recently "sells" most those

1936
EYE-CATCHERS

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

NEW AND DIFFERENT — Speaker grille and control panel contrast needles

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

ARMCHAIR RADIO — But isn’t it difficult to tune, lady?

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

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

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

SKYSCRAPER MOTIF — This twin-turreted console should stop traffic (Sparwerg-Carlton)

SET IN WHITE — Attractive in the kitchen, bedroom or modernistic homes

ROUND AND BLACK — Both color and shape are unusual (Whirl-Gen)

1936
The NEW -- 1936

Emerson with the New METAL TUBES

"Re-Creates the Artist in Your Home"

A Revolutionary Advance in Radio Construction. Makes Every Emerson Radio a Laboratory Model.

Emerson "HARMONIZED UNIT" Radio is radio with every vital and critical unit of the set especially designed and brought into harmonious relationship with all other parts of the receiver. It is pre-built in accordance with the principle that no chain is stronger than its weakest link. If the individual units are right, the completed set MUST be right. Then the broadcast impulses flow uninterruptedly through the perfect circuit. Artificial, metallic sounds give way to true voice and instrument modulations.

Emerson "HARMONIZED UNIT" Radio, like a high-precision timepiece is a sub-assembled group of pre-constructed units. Each is tested and proved-in-advance, each is open to visual chassis inspection and each combines with the others to produce a perfect replica of the laboratory model.

NOTE: Prices slightly higher in West and South. Full distributor and dealer details now available.

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Ave., New York, N.Y.
COMPLETE LINE INCLUDES A. C. AND FARM SETS—
the sweetest engineering jobs you ever saw

FAIRBANKS-MORSE RADIOS

OTHER FM PRODUCTS: REFRIGERATORS, WASHING MACHINES, IRONERS, AUTOMATIC COAL BURNERS
OF THE REASONS WHY!

Reason No. 1
FADA MODEL 260B
6 Tube Universal Superheterodyne
In Black Bakelite Cabinet

$19.99

A fine companion radio to the Ivory model. The breath-taking beauty of the black Bakelite cabinet wins immediate consumer acceptance. Tunes American and Police. 8 tube performance. 5" acoustically fitted Dynamic Speaker. Built-in Antenna. Illuminated Aeroplane Dial. Operates on AC-DC.

Model 260R - Identical radio in Ivory Bakelite Cabinet trimmed with Chromium $24.95

THE LINE TO SEE AT THE SHOW

Reason No. 2
FADA MODEL 260V
6 Tube Universal Superheterodyne
In Ivory Plastic Cabinet

$24.95

No other radio in its price range offers such entrancing beauty, unsurpassed performance and4

Tunes American and Police. 8 tube performance. 5" acoustically fitted Dynamic Speaker. Built-in Antenna. Illuminated Aeroplane Dial. Operates on AC-DC.

Model 260V - Identical radio in Ivory Cabinet trimmed with Gold ... $24.95

If you're the radio dealer the most complete line of Bakelite and Plastic models.

The world famous FADA Radio and Electric Company Long Island City . . . New York

1936
The New KADETTE Classic RADIO

Beauty heretofore unheard of in radio—beauty from any angle—front or back—places the new Kadeette Classic high among the world's finest products. Entirely new form, color and texture combine to produce the most beautiful compact radio of all time... beauty created with crystal-like translucent grilles of Tenite, set off by backgrounds of Plaskon and Bakelite in harmonious colors. Three different plastics used in radio design for the first time.

Four distinct color combinations fit the Classic into any room in any home. For the boudoir there is a particularly unusual color scheme—delicate ivory with top of canary yellow and amber grille. For the modern room there is a striking combination of black body, brilliant red top and grille in ivory. These are but two of the four color combinations—others are equally attractive.

Truly, in the realm of fine design the new Kadeette Classic merits a high place.

$29.50 COMPLETE

EQUALLY BEAUTIFUL FRONT OR BACK • SIX TUBES • SUPERHETERODYNE • AC OR DC OPERATION • ILLUMINATED ENCLOSED DIAL • SEVERAL EFFECTIVE COLOR COMBINATIONS • AUTOMATIC VOLUME CONTROL

On Display—Radio Exposition, Grand Central Palace, N. Y.

THE KADETTE LINE FOR 1937 COMPRISES 23 FAST-SELLING MODELS—FROM COMPACTS TO CONSOLES

INTERNATIONAL RADIO CORPORATION • 513 Williams Street • ANN ARBOR, MICHIGAN

SEPTEMBER 1936
THE PUBLIC'S MAGIC KEY TO ENTERTAINMENT
IS YOUR
Magic Key to Profits!

... RCA Victor's outstanding Sunday radio program turns listeners into prospects... sends them to YOU... to BUY!

EVERY Sunday afternoon RCA Victor sponsors the Magic Key radio program—a full hour of diversified entertainment heard by millions throughout the nation. And every Sunday RCA Victor sends powerful sales messages into the homes of this vast audience—messages that create new prospects—send them marching to your store—to BUY!

One dealer in Dallas told us recently that the Magic Key program had led directly to six orders—all for high-priced sets—and one for the most expensive instrument in the 1937 line! And this is but a typical example!

It will pay you to regard the Magic Key program as your Magic Key to Greater Profits. Back up this broadcast and the advertising in national magazines with the many sales helps RCA Victor makes available to you. Feature the great 1937 RCA Victor radios—EXTRA VALUE SERIES of 28 models under $100... MAGIC VOICE SERIES from $129.95 up. Push them for all they're worth—and they'll be worth plenty to you!

MAGIC VOICE SERIES... Model 9K-2, console with Magic Voice, Magic Brain, Magic Eye, RCA Metal Tubes. A 9-tube, 5-band superheterodyne. Foreign, domestic, police, aviation, amateur, U.S. weather reports. Phonograph connection and 13 other important features. $139.95

EXTRA VALUE SERIES... Model 5-X. 2-band table set for AC or DC. Domestic programs, short wave (49m.), police, aviation, amateur calls. $129.95

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

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

1936
The long, winding passageway of the Acoustical Labyrinth takes the place of the usual box-like cavity in the cabinet which is the source of the exaggerated boom in low tones. It gives you deeper bass notes, with a new fidelity and increases the volume capacity and accuracy of the loud speaker. (A) Special acoustical material absorbs unwanted sound waves from back of speaker. (B) Arrows indicate path of air column which is tuned to increase bass response. (C) Exit for lowest bass notes.

THE GREAT Stromberg-Carlson LINE

There's joy in the hearts of dealers and distributors who join the Stromberg-Carlson group. Sales are mounting—popularity is spreading. It's the season's great profit line!

The Acoustical Labyrinth has shown people what radio tone really can be! Features such as Tri-focal Tuning, Carpinchoe Leather Speakers, Indexed Knobs, Automatic Sensitivity Control, Free-floating Phonograph Pick-up, have shown them that these Stromberg-Carlsons set a new pace in easy and effective operation.

The wide price range—from $49.95 to $985.00 now puts Stromberg-Carlson quality within the reach of practically everyone. All prices slightly higher in Southeastern States and West of the Mississippi.

Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.
NEW SETS

1. KADETTE
   Model: 1055
   Description: One tube, a.c.-d.c. with indicators. Price: $23.50. Weight: 30 lbs. Glass globe resembling previous versions.

2. AMERICAN BOSCH
   Model: E-120

3. FRED-EISEMANN
   Model: E-300

4. DYNAPHONE
   Model: D-17
   Description: Entire radio is mounted so that it falls back into the cabinet when not in use. While in operation it tilts forward with panel facing upward, bringing the controls to position for easy tuning. 7-tube, superheterodyne receiver covering from 101.500 to 185.500 meters, Universal motor, 78 r.p.m. standard. Price: $125. —Radio Retailing, September 1936.

5. GLOBE TROTTER
   Model: Globe Trotter radio
   Description: Receiver in the form of a globe. Times by turning the globe. The map is up to the moment by every respect and is a six-color job. Ideal for office, student's desk or home. Price: $12.95. —Radio Retailing, September 1936.

6. STEWART WARNER
   Model: E-131
   Description: 75 metal cabinets, 12 hands, "Californian" dial. Price: $140.00. —Radio Retailing, September 1936.

7. PILOT
   Model: P-17

8. GENERAL ELECTRIC
   Model: E-131
   Description: 75 metal cabinets, 12 hands, "Californian" dial. Price: $140.00. —Radio Retailing, September 1936.

9. RADIOBAR
   Model: R-131

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

World Radio History
MAJESTIC

Models: 1937 line ui niches.

Description: 76, 7 tubs’s. 3 tuning bands, radio beam tuning on all bands, radio eye, illuminated tone position.

Radio eye, high fidelity, 8 in. Super Colortone speakers, edge raylighted glass tuning dial, all metal tubes, triple inc dial, cleared channel selection.

Prices: $149.50 to $136.85.

Radio Retailing, September, 1936.

WILCOX GAY

Models: A17, A20.

Description: A-17, 6 tubes; A-20, 8 tubes. Golden Voice auto-radios.

Price: A-17, $120.95; A-20, $180.00. — Radio Retailing, September, 1936.

WESTINGHOUSE


Description: WR-214, 36- tube 4-band vertical table set, precision tuning, spot and hand, station selector.

WR-315 has improved precision tuning, eye and hand, spectrums dial, all metal tubes, radio beam tuning.

Radio Retailing, September, 1936.

HOWARD

Models: HA-4, 6.

Description: HA-4, anew in dim. 5,419,900 kc.; 6 tubes; 68, table and console, 14, 31,000 kc.; 6 tubes. — Radio Retailing, September, 1936.
Belmont

Models: 5061, 601F, 780, 787, 778A.
Description: 5061, 5 tubes, 1,720 kc.; 601F, compact, 6 tubes, 535-3,500 kc.; 780, 7 tubes, 535-5,500 kc. and 5.2 to 18.3 mc.; 787, 7 tubes, 535-5,500 kc. and 5.2-18.3 mc.; 778A, compact, 7 tubes, 535-5,500 kc. and 5.2-18.1 mc.—Radio Retailing, September, 1936.

Arvin

Model: 407.
Description: 4-tube, a.c. superhet. 500-8,000 kc., 8-in. speaker. Available in walnut, antique white or maple for use in bedrooms, social rooms, offices, children's rooms, etc.

Crosley

Models: 624, 403.
Description: 624 console, 6 glass tubes, 500-16,000 kc., illuminated Magna ceramic dial, time for tuning, high fidelity, vibes, automatic sounding board, triple-tuned output.
403, table set, 6 tubes, 500-16,000 kc., Magna ceramic dial, recess speaker grille panel or walnut. Multivox control, fidelity control, vibracoustic tuning, automatic sounding board, cardioid units are to be found in many models.
Prices: 624, $60.95; 403, $49.95.—Radio Retailing, September, 1936.

Emerson

Model: L-143, L-141.
Description: L-143, 5-tube, a.c. superhet, Microselector, 6-in. dynamic speaker, Gemloid dial. Phonograph has efficient electric motor for a.c. operation. Plays 10-in. and 12-in. records. American, foreign and police reception.
L-141, 5-tubes, a.c., Microselector, 6-in. speaker, Gemloid dial. American, foreign and police reception.
Prices: L-143, $99.95; L-141, $99.95.—Radio Retailing, September, 1936.

Pratt

Models: Mirror glass radios.
Description: Blue, rose, crystal, green, amber, gold and gunmetal glass cases. Top panel may be monogrammed. 6 tubes (1 metal, 5 glass), superhet, short and long wave, a.c.-d.c., illuminated dial.—Radio Retailing, September, 1936.

Universal

Models: 6, 32 and 110 volt sets.
Description: 6, 7 and 8 tube table and console models. 6-tube sets cover 500-33,000 kc. The 7 and 8 tube models also have the 18-6 mc. band. Metal glass tubes. Cathode ray tuning in the larger sets. Permanent magnet dynamic speaker in the 6-volt models. All cabinets have modernistic lines.
Prices: Range from $29.50 to $90.—Radio Retailing, September, 1936.
Review of New Products

NOBLITT SPARKS

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

ZENITH

"Accurate and cabinet design and dials" is the keynote of the 1937 line of the Zenith Radio Corp., 3633 Irving St., Chicago, Ill. The furniture in many models is along modern lines but quite different from the ordinary run of "modern" treatments. The "reel" or horizontal bar effect is used extensively in both the table and console models with the grille almost entirely concealed by this unusual design.

SIMPLEX Sportsman

A 4 1/2 by 9 by 5 1/2 inch portable battery superheterodyne. Light and compact, which can be carried like a newspaper, may be obtained from the Simplex Radio Co., Sandusky, Ohio. Batteries and serial numbers are always provided. The cabinet is finish of waterproof airplane type laminate and has built-in shorting strap and handles, $26.50. Retailing, June, 1936.

FREED Portable

A compact traveling model radio complete with self-contained metal and leather carrying case. It is being made by the Freed Radio Co., Inc., 473 W. Burton St., Chicago. Complete instructions de how to make World AMS. This receiver may be one of the standard 356 to 715 kc. and from $40 to $50, plus a phonograph jack, ships in heavy box, has built-in automatic tone control (when not used between stations).

ADMIRAL AMS

Featuring a direct dial and "fly wheel tuning" (a flick of the finger and the pointer jumps), the Continental Radio & Television Corp., 237 W. Huron St., Chicago, announces de the new portable World AMS. This receiver may be used from 356 to 715 kc., and from $40 to $50, plus a phonograph jack, ships in heavy box, has built-in automatic tone control (when not used between stations).
FAIRBANKS MORSE

A new model designated the "Turret Shielded" in appearance is one of the newest of the line of receivers by B. F. Morse of New York City. It is a standard model, of the highest performance and possessing as much as yet made. It is claimed that the "Turret Shielded" will not only give the advantage of the highest efficiency of the American Matsfield, West, but also the advantage of the American Morse of New York City.  The center circle is the shortwave separator—the indicator is a traveling light which acts as a band spreader for logging and relocating foreign stations accurately. A circle on the kit marked "volume" gives visual volume control. A spot of light travels around this circle indicating the degree of volume. A small circle on the right gives visual tone control.

In five consoles, beginning with the $59.95 model, the "Turret Shielded" is employed. The chassis operates inside an "electrically shielded cage" (see illustration). In addition, a metal plate completes the shielding of the chassis.

American Bosch-Mades.

TROY

This model as well as our other receivers designated the "Turret Shielded" is made in Los Angeles, Calif. By means of radio equipment, and radio circuits, many of our sets are now in use in various parts of the country. Particularly mentioned is the 800 series, which offers an excellent performance. American Bosch, West, is the new "Band Stand Baffle" which is resonant as the shell in the band stand. There are 8 console and 8 table or personal models in the series ranging from 5 to 12 tubes. All sets are multi-wave. Cabinets are highlighted by superior design in all models and new easy tuning features. Metal tubes are used throughout.

More complete specifications are not available as we go to press but will be given in the July New Merchandise Section—Radio Retailing, June, 1936.

C-D Condensers

... Improved Tiger tubular condensers and the improved cubular condensers—Radio Retailing, June, 1936.

Extension Speakers

... For extension use on home or automobile radio sets as well as for hotels, schools, announcing systems, and other multi-purpose p.a. installations. The Tru-Vue Radio Corp., 911 W. Van Buren St., Chicago, announces a new series of improved magnetic speakers, for model a-c., d-c. and battery sets. They are available in 3, 6, and 8 tube models. — Radio Retailing, June, 1936.

Trav-Ler Radios

... It is not only a two-way set but also a two-way set. It is also an improved version of the "Turret Shielded" and the Travis Radio Corp., 911 W. Van Buren St., Chicago, announces a new series of improved magnetic speakers, for model a-c., d-c. and battery sets. They are available in 3, 6, and 8 tube models. — Radio Retailing, June, 1936.

Phonette

... American Bosch-Mades, 913 W. Van Buren St., Chicago, announces a new series of improved magnetic speakers, for model a-c., d-c. and battery sets. They are available in 3, 6, and 8 tube models. — Radio Retailing, June, 1936.

C-9 Condensers

... Improved Tiger tubular condensers and the improved cubular condensers—Radio Retailing, June, 1936.

Trav-Ler Radios

... It is not only a two-way set but also a two-way set. It is also an improved version of the "Turret Shielded" and the Travis Radio Corp., 911 W. Van Buren St., Chicago, announces a new series of improved magnetic speakers, for model a-c., d-c. and battery sets. They are available in 3, 6, and 8 tube models. — Radio Retailing, June, 1936.

1936
RCA VICTOR

In the regular 1936 line just brought out by the RCA Mfg.
Co., Inc., Camden, N. J., where two very important
novelties are 28 models under $100. Several sets go down to the
500 kc. where two very pleasant conversations may be heard.
All sets use metal tubes. Many have the Magic Voice and
Mystic Hand, as well as phonograph terminal.

New feature is the "Magic Voice" which controls "boom" from the motor and allows the listener to choose "tailored" notes to radiate into the room.

There are 8 consoles, 17 table sets, 3 radio-phonograph combinations, a high-fidelity phonograph with dynamic amplifier, a radio record player and four farm radios.

In the table line there are 7 a.c.-d.c., 5 c.a., 8 c.a., 4 c.a.-d.c. jobs. 2 a.c.-d.c., 3 a.c., 1 c.a., and 1 c.a.-d.c. jobs.

The new Crosleys are gr.

CROSLEY

The Phantom Control, (Automatic Registration) introduced by the Crosley Radio Corp., Cincinnati, Ohio, early this year, has been further developed and refined so that it now covers all but one radio tube in the small tubes.

Multi-ray control, an essential new feature in the defense 1937 sets permits the listener to select the type of radio selection desired. When the Phantom Control is thrown into operation by means of the Phantom Control, the volume and tone is automatically increased, restoring more natural expression to the program.

New and distinctive designs characterize the cabinets of this year's sets. There are 30 models ranging from $49.85 to $167.50. In the battery line the table sets are from $16.50 to $69.95 and the consoles, $40.95 to $167.50. The auto-radios are $39.95 and $54.95, the latter adaptable to header or under-dash speaker or a combination of both.

The new "side-speaker" type, from $34.50 to $69.95, the latter adaptable to header or under-dash speaker or a combination of both.

CARTER Converters

A 12, 32 and 110 volt A.C. may be converted into 55 cycle, 110 volts, a.c. with the new converter of the Carter Motor Co., 508 W. Superior St., Chicago, Ill. It is extremely small and compact and has an output of 30 watts. The case is provided with outside air cooling and the apparatus is dynamically balanced. The special bearings require no lubrication. From $45.95.

EMERSON

A "Universal" dial-calibrated crystal set has been brought out by a division of Emerson Radio and Phonograph Co., 111 East 42nd St., New York City. In the 1936 line, this is the first time in the last four years that a 3 element converter has been incorporated in this line of "Harmonized Crestey" radios.

Priced from $49.95 to $99.5, the new sets include a.c. and a.c.-d.c. sets portable battery radios, farm models, car radios and console radio-phonograph receivers.

In this price range are sets from $13.95 to $89.95, the latter adaptable to header or under-dash speaker or a combination of both.

Illustrated is the new dial:...
NEW

MERCHANDISE

Westinghouse Table Sets

Fada Radios

The new Model 218 of the Fada Radio Manufacturing Co., 10 Hancock St., N. Y., is a high quality set with a full range of frequencies from 370 to 1620 kc. The set is equipped with a magnesium or zinc electrolytic condenser, a large speaker, and a new type of magnet. The set is available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Continental "Admiral" Radios

The Jensen Radio Mfg Co., 317-319 West 49th St., N. Y., has announced the introduction of a new line of Continental "Admiral" radios. The radios are equipped with a new type of magnet and a new type of speaker. The radios are available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Crusco Radios

The Crusco Radio Co., 421 West 42nd St., N. Y., has introduced a new line of Crusco radios. The radios are equipped with a new type of magnet and a new type of speaker. The radios are available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Continental Midget Radios

The Continental Midget Radio Co., 317-319 West 49th St., N. Y., has announced the introduction of a new line of Continental midget radios. The radios are equipped with a new type of magnet and a new type of speaker. The radios are available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

AK Model 725

The AK Model 725 is a new line of AK radios. The radios are equipped with a new type of magnet and a new type of speaker. The radios are available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Fada Radios

The new Model 218 of the Fada Radio Manufacturing Co., 10 Hancock St., N. Y., is a high quality set with a full range of frequencies from 370 to 1620 kc. The set is equipped with a magnesium or zinc electrolytic condenser, a large speaker, and a new type of magnet. The set is available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Jensen Speakers

The Jensen Speaker Co., 317-319 West 49th St., N. Y., has announced the introduction of a new line of Jensen speakers. The speakers are equipped with a new type of magnet and a new type of speaker. The speakers are available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Solar Dual Type "Little Giants"

The new Solar Dual Type "Little Giants" are available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

Taco Master Antenna System

The new Taco Master Antenna System is available in the following colors: black, white, and red. Price range: $34.95 to $39.95.

1936
NEW

MERCHANDISE

Gilliam Radios

A very complete line of Table sets ranging from a 1-tube model to Model 430, a 7-tube advanced all-wave set, has been announced by the Gilliam Manufacturing Co., 2116 Eleventh Ave., New York. The line of the most unusual and attractive table models. The 5-tube Model 419, $39.94, is illustrated. The 13.5-amp. heater. The speaker is in the form of the cabinet to produce an exceptionally pure tone. This set uses only one tube for a-out performance. Available for a.m. or both.

Emerson Model 109

A new eight-tube radio and automatic record changer, designated as Model A-18, has been announced as an addition to the recently introduced line of the Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City. It is Model 182 portable. It is a table set with separate record player, and is available in all colors and models. It is equipped with 20-inch 78s. It will be known as Model 184. The cabinet is of molded modern design.

Stewart Warner Radios

Two new 5 tube sets, a table model and a console, have just been added to the line of the Stewart Warner Corp., 1525 Pennsylvania Ave., Chicago. Each set is a five-tube set with 3 tubes in the front panel and 2 tubes in the rear panel. The sets are Model 425, $49.95, and Model 426, $59.95. The tuning range covers from 520 to 1715 kc. The sets are equipped with a selector switch and a separate record changer. The cabinet is of molded modern design.

Emerson Model 109

The automatic record changer accompanies nine 10-inch or eight 12-inch records and has an automatic stop for playing records. It is available in all colors and models. This is an a-turbo table set in a table model. The cabinet is of molded modern design.

Corona Table Set

A new eight-tube radio and automatic record changer, designated as Model A-18, has been announced as an addition to the recently introduced line of the Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York City. It is Model 182 portable. It is a table set with separate record player, and is available in all colors and models. It is equipped with 20-inch 78s. It will be known as Model 184. The cabinet is of molded modern design.

Corona Table Set

The cabinet of the new 5 tube model is made of clear, molded plastic, and is available in all colors and models. It will be known as Model 426. The cabinet will be made of molded plastic and will be known as Model 427. It will be known as Model 428. World Radio History
PREVIEW of NEW PRODUCTS

STEWART WARNER

Stewart Warner Corporation

Models: 1731, 1735, 1721, 1723.

Description: Models 1731 and 1735, table and console, employ 6 metal tubes and one glass tube as a tuning indicator tube. Twelve tuned circuits, single pentode audio system, three-band tuning.

CROSLEY

Crosley Radio Corp.,
Cincinnati, Ohio

Model: 8-tube radio.

Description: 8 speakers: 34-18.300 kc. power output, 9-25 watts. Four channels: Auto-Expressionator; bass compensation; six-step tone control; volume control for radio range. Mystic Hand automatic tuning. In addition to the radio receiver proper it has a public address system which has separate controls of its own. All tubes are metal with the exception of the one for the tuning lights and the Auto-Expressionator tube. The cabinet is 4 ft. 10 in. high by 42 in. wide by 22 in. deep. Weight 425 lbs.


RAY-O-VAC

Ray-O-Vac Co., Madison, Wis.

Model: Radio "B" Power unit, Nos. 28, 45, 50 and 55.

Description: Tunes are metal with plug-in feature, standardized sizes, encased in a bavioral red, blue and yellow housing.

Prices: $8.35 to $8.95. - Radio Retailing, December, 1936.

DEWALD

Pierce-Lin, Inc.
689 Guth Ave., New York City

Model: 822 battery radio.

Description: 8 tubes, superhet, adjustable to all battery voltages, switch at battery storage, 2 volt outlet

Price: $25.00. - Ward's, December, 1936.

KADETTE

International Radio Corp.
Syracuse, N. Y.

Model: 12-Volt 12 Volt

Description: 11 power taps and special dial--tuning appears for the first time. Knowledge in a three-band set is available in this Model 35, just announced. Combines the simplicity of the telephone dial with the smoothness of backlash-free vernier drive.


FADA

Fada Radio & Electric Co.
Long Island City, N. Y.

Models: 280CA, 265C, 26ST.

Description: 280CA. 8 tubes, ac-dc, all-wave superhet, console, metal tube, "Flash-O-Graph" tuning system, 325-195, 185-1015, 85 additional. Model 265C, 6 tubes, superhet, console, "Flash-O-Graph" tuning system, 335-1700 kc and 35-1200 kc. 25-60 kc, acoustical tone chamber. Model 26ST, same chassis, compact table cabinet.

Prices: 280CA, $80.95; 265C, $79.95; 26ST, $44.95. - Radio Retailing, December, 1936.

Hanson Radios

Three compact sets are announced for the new season by the Hanson Radio Mfg. Corp., 120 E. 16th St., New York City.

"Flash eye" tuning is available in Model 661, 5-tube (one metal) ac-dc, three band receiver (15-50, 75-1500 meters). $35.00.

Model 661L, 6-tube, two-band set (75-565 meters) also uses the 5X7 metal tube. $27.50. - Radio Retailing, April, 1936.
PLASTICS

...what you should know about them

$1,500 TO $5,000—That's what a single set of molds costs the manufacturer. And production pressure frequently demands two molds per plastic model.

ONE BIG SQUEEZE—Under tons of pressure, this hydraulic machine knocks out a complete cabinet on each downward sweep. The quantity of thermo-setting resin must be carefully measured to suit the dies and steam heat applied.

Radio dealers and salesmen were startled back in 1931 when a western manufacturer introduced a set complete with speaker in a cabinet smaller than a shoe box, made of a material the like of which most of them had never touched before and none had ever seen in radio cabinets. Since then the use of molded plastics for radio cabinets has broadened so rapidly that now a number of radio manufacturers have one or more such models in their 1937-1938 line.

Despite the fact that this is the 7th year for molded plastic radio cabinets, few dealers and salesmen can even now answer questions about plastics. They know it isn't ivory or glass or crystal; they know that it won't chip or warp; they know that it needs no finishing or polishing and doesn't spot easily. But they don't know what it is or exactly how it was made.

Plastics are just another example of what chemists can do and actually are familiar, salting hemp or transforming pearly white cabinet into the descendent of such lowly forbears as garden fertilizer and embalming fluid. A step or two developed of course, but that is what it is.

Chemists classify the material as a thermo-setting resin, which means that the finished piece will not soften again under heat. A thermo-plastic resin will soften on re-heating. Fabrication is accomplished by placing a carefully measured amount in a steel die heated by steam. The die is mounted in a hydraulic press and in one big squeeze, a complete, one piece unit of solid molded color may be obtained.

Radio cabinets are but one of the many uses to which the fast growing plastics industry has put its product. Some of the more common uses are the manufacture of buttons and buckles for women's dresses, etc.
Alcohol, water, won’t mar properly molded radio cabinets. They don’t shrink, warp, soften when heated and cannot come apart. Color does not fade, goes right through, so scratches are rarely serious.

By Frank H. Johnson
MAJOR EVENTS IN HISTORY

1937

World's largest dirigible, the Hindenburg, explodes and burns while landing at Lakehurst, N.J.
The Golden Gate Bridge over San Francisco Bay is opened.
Japan begins attack on China while Germany repudiates the Versailles treaty.
George VI is crowned King of England. Irish Free State becomes Eire.
Amelia Earhart is lost at sea during airplane flight around the world.
Japan sinks American gunboat "Panay" on the Yangtse River, later apologizing for "accident".

TOP MOVIES
The Awful Truth
Captain's Courageous
Dead End
The Good Earth
The Life Of Emile Zola
Lost Horizons
A Star Is Born
Winterset

TOP SONGS
The Dipsy Doodle
Bei Mir Bist Du Schoen
The Donkey Serenade
Johnny One Note
My Funny Valentine
Thanks For The Memory
Whistle While You Work
Where Or When

A gigantic explosion of hydrogen gas belched from Hindenburg's tail section at 7:23 p.m. on May 6, 1937, at Lakehurst, New Jersey.

TOP PLAYS
Having A Wonderful Time
Room Service
Golden Boy

TOP BOOKS
The Citadel
Archibald J. Cronin
The Late George Apley
Kenneth Roberts
Of Mice & Men
John Steinbeck
The Rains Came
Louis Bromfield
To Have & Have Not
Ernest Hemingway

ON THE RADIO
The Goldbergs
Myrt & Marge
Kate Smith's Bandwagon
Charlie McCarthy & Edgar Bergen
MAKE THESE YOUR 1937 LEADERS!

The KADETTE MODEL 35
Lowest priced radio on the market with the new telephone-type dial tuning. Tunes by moving finger tip in desired opening and twisting dial to stop plane at bomb. Complete broadcast and super sensitive bands. $24.95 COMPLETE

The KADETTE Classic
The "Classic" introduces a radio of superlative design—just as beautiful front or back, and incorporating for the first time, three different colored plastics—seven models in distinctive color combinations. $29.50 COMPLETE

The KADETTE Clockette
The "Clockette" sells on sight! A great little set, exceptional tone, highly selective. And there's nothing like it in appearance on the market. $19.95 COMPLETE

The KADETTE Modern
The "Modern," the "Futura" and the "Colonial" styles—cabinets of choice walnut and maple veneers—large clock-type dials combined with speaker grille—5 tubes in half the usual space.

ORDER NOW
INTERNATIONAL RADIO CORPORATION
526 WILLIAMS STREET
ANN ARBOR, MICHIGAN
Creators of Quality Compacts

1937
The Westinghouse Parade is on the way...

Leaders in

1. Price
2. Style
3. Tone
4. Features
5. Precision

Be on the lookout for the new Westinghouse 5 point selling plan, and the new Westinghouse line of precision sets. When you see them, you'll agree that you can make money with Westinghouse.

4 steps ahead in the feature of the year

Automatic tuning that logs 14 stations—that is tested the equivalent of 10 years of service without adjustment, that you can demonstrate by touching the key and letting the radio do the rest.

Westinghouse Precision Radio

1937
• The new Sparton Radios received acclaim far beyond fondest expectations. Everyone agrees that Sparton offers the biggest "eye-full" and most amazing "ear-full" in 1937. The outstanding opportunities are readily apparent. With such smartness of style, such cleverness of design, such quality of reproduction, and such a distinct price advantage, dealers recognize the record rapid-turnover volume that is in sight. The surprise of the season, Sparton should prove to be a fast seller and quick money maker. Investigate NOW — hitch your wagon to a rising star. The Sparks-Withington Company, Jackson, Mich. Sparton of Canada, Ltd., London, Ontario.

1. Spartan's exclusive Photochromatic Dial is reproduced on crystal clear mirror glass, affording new and permanent accuracy and the refinement of a fine finish. Here new beauty and beautility are brought to the radio.

2. Tone Expansion. This clever device automatically intensifies the expression and "feel" of artists to the fullest extent. Reproduction becomes virile and alive, thus banishing the monotony that has been a part of reception since the beginning. Background sounds are vastly reduced.

3. Automatic Vernier Tuning. Rapid dial maneuvering on dial is selected—there automatic stop devices in speed of tuning pointer for exact "tuning in" of station at exact point.


5. Automatic Volume Control. Station parade across the dial with uniform volume—whether local or foreign. Fading is eliminated. These features are uncompromised.

6. Visible Tuning Eye. For rapid and accurate tuning by sight.


8. Tone Control. Offers a choice of blending or shading of the high and low tones to suit the individual taste and to temper the extreme range of Sparton tonal capabilities to certain classes of broadcasting—voice, foreign broadcasts, instrumental and organ music.

9. Separate Antenna Matching Transformers for Each Band. To change the electrical characteristics of the aerial and to pick up the utmost energy on the wave band in use. Automatically operated by the band selector switch.

10. Shock Proof Chassis Mounting. Chassis mounted in rubber to ensure quiet reproduction regardless of power output of the speaker. The tuning condenser gang is independently floated. The centralized radio nerve system in the larger models is also rubber floated in the chassis.

The new 1937 SPARTON
IT'S THE MOST BEAUTIFUL RADIO I'VE EVER SEEN!

AND IT HAS THE LABYRINTH!

Three Flashing NEW Stromberg-Carlsons

TO START THE NEW YEAR

HERE is an auspicious start for 1937—three new, attention-getting Stromberg-Carlsons—radios that have everything the public wants. Here are two consoles, both with the sale-climbing Acoustical Labyrinth and Cellophone Leather Speaker, one a radio and automatic phonograph combination. Here also is a horizontal Treasure Chest model of genuine distinction.

Noteworthy in all three is the exclamation-arousing beauty of their cabinets. All have Tri-Focal Tuning, plus many other exclusive profit-building Stromberg-Carlson features. These new models prove conclusively that, for sales that count, There is Nothing Finer Than a Stromberg-Carlson.

Stromberg-Carlson

1937
TABLE MODELS IN THE HORIZONTAL STYLE POPULARIZED BY STROMBERG-CARLSON

CONSOLES AND FURNITURE MODELS

END TABLE AND COFFEE TABLE MODELS

There is nothing finer than a Stromberg-Carlson
SHOW LINE of 1937
AND TONE EXPANSION

Triolian Model 1867
18 Tubes

1937
Admiral "Laydown" Table Radios — AC and AC-DC — 5 to 8 Tubes

Admiral 8 Tube AC
Model 960-A

- AC superheterodyne
- Type 4E6T tubes
- Automatic tuning
- Bass intensifier control
- Model 950-ST: For AC-DC operation. Has same features.

Admiral 6 Volt, 6 Tube Battery Console and Table Radios

Admiral 6 Tube
6 Volt Battery Console
Model 950-A

- 6 volt battery radio
- Automatic tuning
- Bass intensifier control
- Model 950-ST: For AC-DC operation. Has same features.

Admiral Presents America's Smartest Auto Radios

Model 10: Powerful 6 tube heterodyne, 5 volt battery, 2 watts power output, 12 volt ignition, 2 power output tubes, 4 circuit types, 3 presettable dynamic external speaker.

NEW CATALOG
NOW READY—SEND FOR YOUR FREE COPY TODAY!

Continental Radio & Television Corporation
325 W. Huron St., Chicago, Ill.
PICTURE PREVIEW of

1 ANSLEY

RADIO DYNAPHONE
D-10—7 tube radio; crystal pick up; automorphic stop on record; cabinet comes in solid walnut, maple or mahogany.

2 AUTOMATIC

M-60 AUTO-RADIO — Dial and control elements included in the receiver case obviating necessity for remote control assembly; Giant full vision dial; harsh glare eliminated by use of a composite system of direct and indirect illumination.

3 BELMONT

MODEL 1720—On tune set with batoid tuning eye; attractive, large oval dial with edge-illuminated glass dial watch, wave bands indicated on dial.

4 CLARION

MODEL 8-15 — Colors to demand for plastic housing in various colors: comes in black, white, walnut and cherry red; large square vernier dial harmonizes with severely modern lines of cabinet.

TABLE 561 — Compact horizontal model; automatic tuning; beam power 6 tubes; fin type grille at side; cabinet is smart combination of figured and grained walnut with dark grille for contrast.
FEATURED MODELS

5 CLIMAX
THE EMERALD — Cabinet styling is ultra modern; built of butt walnut veneers, toned and hand rubbed to a fine luster; multi-colored corner illuminated dial with simulated gold escutcheon.

THE RUBY — Striking "tear-drop" design - striped walnut veneers carry out the graceful streamlining; base is polished black; equipped electronic tuning indicator tube which is covered with a simulated gold escutcheon.

6 CLINTON
MODEL 254 — Completely self-contained; housed in a sturdy carrying case constructed of beechwood covered with the new Duco leatherette in blue, maroon or black.

MODEL 1102— Bent top panel of matched figured walnut with rounded corners of solid wood; new note in grille work lends charm to this simple yet modern console; electric tuning eye; micro-selector.

7 CONTINENTAL
ADVISOR 935-115 — Tilt tuner console with dials high enough to allow for tuning while dancing; automatic tuning of stations; conservatively modernistic cabinet design.

8 DETROLA
MODEL 1102— Bent top panel of matched figured walnut with rounded corners of solid wood; new note in grille work lends charm to this simple yet modern console; electric tuning eye; micro-selector.

LARK 173EC and MARTIN 174EC—Same cabinet houses both models; each takes 8 tubes and 10 inch speaker; former is an ac set and latter may be used on ac or dc; lower effect on corners of cabinet at top.

1937
DICTOGRAPH

Silent Radio—Equipped with Acousticon ear which delivers sound waves to an individual listener; reception for entire family through standard loud speaker. Fiddle-back maple veneer cabinet with cork top; metal band; sliding door.

ESPEY

Model 77011—Microphone cabinet covered in ivory leather, decorated with gold tooling and medallion of carved elephant side; leather is washable and sturdy.

FAIRBANKS MORSE

Model 7111G—Modernistic cabinet with inlaid tooled mahogany heads for a touch of smartness; inner panel of hand polished study maple for contrast.

ELEC. RESEARCH

Tuning Dial—Close up of the Sentinel "quick-eye-fish" tuning dial on the console illustrated: eight of the most popular stations may be pre-selected and identified.

MODEL 76AC—Modernistic cabinet with rounded corners and unusual base design; automatic bass booster tone control; automatic inter-station silencer which operates when the automatic frequency control is working.

END TABLE 6AC.7—Smartly modern cabinet with top of striped walnut; striped walnut side panels are set off by parallel strips of dark stain at top and bottom; speaker grille at one end and has graceful perpendicular spindles; "Great Circle" dial tuning eye.

MODEL 9AC.5—Automatic tuning; shortwave station separator; a pair of straight stripe walnut panels border the grille fins and carry out the vertical design; these are inlaid at both top and bottom.
FREED EISEMANN 76
— Traveling case portable; ideal for trips, vacations, camps anywhere where alternating or direct current is available. Dynamic speaker available in black or brown fabric or blue, green, red or brown striped airplane cloth.

FREED EISEMANN 28
— Hand polished walnut veneer cabinet with inlay and two tone finish; illuminated gold colored tuning scale and gold color escutcheon; slow motion tuning control.

MOTOROLA 9A—Oval shaped end table model; walnut veneer set off by bun bands at top and base; tuning eye "talking" dial; Centennial tuning; a-coustic phasing and amplitard tuning band, individually framed and lighted.

MOTOROLA 12-Y-1—Gracefully curved sides of striped walnut reservoir, richly grained top and instrument panel; bun bands top and base; "talking" dial; electric automatic tuning and tuning eye. Centennial tuning; 6½ ft.

GE F-665—Arm chair type; modernistic form design; striped walnut with zebra blister; new lower dial with each scale lighted from above to make the large, clear numerals and markings stand out in relief; visual volume and tone indicators

GE F-63—Horizontal cabinet of streamlined design; striped American walnut; lower dial; visual volume and tone indicators; full excursion tuning speaker; music speech control; 6½ inch speaker.

GRUNOW 594—Super-Tele-dial automatic tuning; morning glory type speaker; instrument panel of center-matched stump walnut with pilasters of stump walnut and stripes matched, with pin striping walnut borders.
This modern chairsided adaptation, Model 677, has cellarette compartment furnished with ice bucket and glassware; cabinet is made of fine matched walnut woods; with sliding top that covers radio and acts as serving tray; top is finished in alcohol-proof lacquer; 6 tube set with Telematic automatic tuning; chairside radio and the Plaskon compact pictured below are made by the Majestic Radio & Tel. Co., 2600 W. 50th St., Chicago.

There are no buttons to push and no dials to spin with the Flash-O-Matic automatic tuning used in Model 358 of the Fada Radio & Elec. Co., Long Island City, N. Y.; a single knob gives 6 different stations in a split second; 5 tube chassis for ac-operation; 6 tubes for ac-dc; $49.95.

An inclined front panel, automatic telephone type dial, vernier touch tuning, large straight line refracting glass scale in colors—all are included to facilitate accurate and easy tuning; this Wilcox-Gay (Charlotte, Mich.) Model A-37 has large acoustically corrected dynamic speaker; 540 kc to 20.5 mc.

The 5 tube ivory Plaskon compact (right) is also available in ebony and walnut molded plastic; tuning range in 2 bands covers 540-1750 kc and 2.2-7.2 meq; 5½ in. electro-dynamic speaker; cabinet measures 8 x 12 x 7¾ in.

An inclined front panel, automatic telephone type dial, vernier touch tuning, large straight line refracting glass scale in colors—all are included to facilitate accurate and easy tuning; this Wilcox-Gay (Charlotte, Mich.) Model A-37 has large acoustically corrected dynamic speaker; 540 kc to 20.5 mc.

Typical of the new line of DeWald sets—starting at $16.75 and covering the entire popular price range with its 25 models—is the illustrated 1200, a 12 tube superhet with multiple band reception; all cabinets styled with an eye to color harmony; Pierce-Avco, Inc., 510 Sixth Ave., New York City.
Radio Merchandise

For 6 v storage battery or 110 v ac operation. Crosley Radio Corp., Cincinnati, Ohio, offers Model B-647A with edge lighted, gold reflector type Micro-Dial. 530-1850 and 1900-2200 kc.; 6 tubes; cabinet of sliced walnut; one of seven new models—five table sets and two consoles.

A tapered end table radio set on an chrome-clad base is a part of the line of the Emerson Radio and Phonograph Co. 111 Eighth Ave., New York City; it is a 6 tube receiver with Miracle Tone Chamber; tuning range, 1654 and 172-555 meters; cost: Emerson foreign tuning principle; 5½ in. speaker.

A unique example of the practical in end table design, this chairside Model 6A7 of the Galvin Mfg. Co., 4545 W. Augusta Blvd., Chicago, Ill., has a 6 tube, 2 band radio with electric eye tuning; Golden dial; tone-voice control; $40.1750 and $65.18,000 kc.; $4.95.

A smartly styled walnut veneer and inlay cabinet houses the latest addition to the line of the Freed Mfg. Co., Inc., 46 W. 18th St., New York City; known as Model 29-D it uses 13 tubes, has electric eye tuning and covers standard American and foreign shortwave bands; ac-dc: $45.95.

The "Super-Pros," formerly available only in table cabinet or in case and panel style, may now be obtained from the Hammond Mfg. Co., Inc., 474 W. 33rd St., New York City, in the illustrated console bass reflex sealed sound chamber and special 15 in. speaker add materially to the acoustical performance.

For 6 v storage battery or 110 v ac operation. Crosley Radio Corp., Cincinnati, Ohio, offers Model B-647A with edge lighted, gold reflector type Micro-Dial. 530-1850 and 1900-2200 kc.; 6 tubes; cabinet of sliced walnut; one of seven new models—five table sets and two consoles.
PREVIEW of NEW PRODUCTS

DICTOGRAPH

WEBSTER ELECTRIC CO.

TRAILER-DICTOGRAPH — Provides instant communication between driver and trailer while in motion: two models — Model A permits occupant of trailer to talk to driver, speaker's voice being amplified by speaker under cash $35. Model B provides additional advantage of two-way simultaneous talk $65; driver need never take hands from wheel with either model.

FREED-EISEMANN

WEBSTER ELECTRIC CO.

Model: FF-J4
Description: 5 tubes ac-dc, tri, 530 to 1620 kc, illuminated gold and black, 12 x 8 x 11. — Radio Retailers, April, 1937.

GALVIN

WEBSTER ELECTRIC CO.

MOTOROLA "COMPANION" — All purpose radio: a battery and 110 volt plug-in set; may be used as a trailer radio and on outings as well as in the home; rugged metal case, 6 tubes; battery drain of less than 1 amperes; quick changeover switch $49.50

SPEAKER MICROPHONE UNIT — May be used with all systems; has switch lever for indicating if operator wishes to speak with selective unit.

SPEAKER MICROPHONE UNIT — May be used with all systems; has switch lever for indicating if operator wishes to speak with selective unit.

DELUXE SELECTIVE UNIT — May be used in conjunction with four-way speaker — one for each station, convenient button on each handset when a call comes in. Phone end can be away from home at time he or she reads, or in the same room as himself.

COOL, EAT, AND RIDE, TOO

WEBSTER ELECTRIC CO.

Model: 1226
Description: 4 tubes: 12 volt battery and 110 volt, 200 kc to 1620 kc, illuminated gold and black and red and gold, and ivory and gold, as well as white metal, one on each side. — Radio Retailers, April, 1937.

AIR-KING

WEBSTER ELECTRIC CO.

Models: A-206 and A-207, 4 tubes, ac-dc, 540-1760 kc, small table radio in black and gold, and ivory and gold, and ivory and gold, and ivory and gold, as well as white metal, one on each side. — Radio Retailers, April, 1937.

1937
**WESTINGHOUSE**

**MODEL WR-126**—
Striped, grained and burled walnut effectively used for contrast; rounded corners; precision eye; full vision illuminated dial; three bands.

**MODEL WR228**—
Grained walnut cabinet of the horizontal type; precision eye; push-pull output; tweeter control; large full vision dial; speaker grille opening on corner.

**ZENITH**

**MODEL 7-S-261**—Base case and radio combined; four shelves or either side; big black "robot" dial; spinner tuning; tell-tale control; electric target tuning; personalized acoustic adapter.

**WILCOX GAY**

**MODEL A-32**—Compact, horizontal table set; automatic tuning; slide rule type dial; modernistic in line; smart combination of contrasting woods to carry out streamlined effect.

**MODEL A-32—**

**CHAMELEON W.A.L.—**

**ZEPHYR**

**MODEL 7-D-203**—Armchair radio and phonograph combination; hinged cover conceals turntable and pickup; shelf below for records; like all sets in line it may be used with privacy plug-in, secret volume governor and remote speaker.

**MODEL 7-E-205**—Iridescent enamel in contrasting tones of black and silver, brown and gold, green and cream, red and gray.

**MODEL 351**—

**ZEPHYR**

**MODEL 38/12**—Figured walnut panels with novel burled plinths; giant 12½ in. cathedral type speaker; "Selective Unit Coil" circuit high fidelity audio system multi-colored dial.

**MODEL WR228—**

1937
PREVIEW of NEW PRODUCTS

EMERSON

Models: Z-159; Z-160.
Description: Z-159, 6-tube, superhet, 540-1750 and 5,500-18,000 kc., upright table model with slanted front panel. Model Z-160, same technical features, compact horizontal table cabinet, speaker grille open on front and side, projecting LEAD-IN.
Prices: Z-159, $44.95; Z-160, $39.95. — Radio Retailing, April, 1937.

SONORA

Model: Armchair model.
Description: Available as a vacuum electric phonograph or in combination with a radio-receiver in a table model superhet covering 350-1700 kc. and 1752 m. or 10 in. speakers. The feature of this model is the compartment for 100 records. Comes in walnut, mahogany or maple 27x23x15 in. — Radio Retailing, April, 1937.

ARVIN

ARVIN PHANTOM KING MODEL 1427—Walnut console with automatic touch tuning; choice of 10 stations by simply pushing a button; double Phantom Filter circuit 14 tubes; two speaker units—on 12 in. bass and one 6 in. treble; electric eye station focus.

ARCHITECTURAL HOLLOW WALL—One of several new models that combine Phantom Filter circuit, Phono-Tone, and Plastics cabinet.

ARVIN-GRAD MODEL 1527—One of several new models that combine Phantom Filter circuit, Phono-Tone, and Plastics cabinet.

GENERAL ELECTRIC

MODEL E-38—Teased black tuning; reduces the action in the front sound box. It is a simple two-band receiver; automatic frequency control, 9 tubes, and 12 in. speaker; medium-wave and ground loop, $3.95.

MODEL G-51—Phono in a plastic cabinet; eight modern walnut-look 855-1250 kc. speakers; tone model circuit; 8 tubes. The around $10. Model F-40, 4 tubes, plastic cabinet, is about $20. These two models will both ac and dc.

ANDREA

MODEL A-5D—Select ed American walnut cabinet; 5 tubes; 535-1720 and 2050-7000 kc; 8 tuned circuits; dual axe; full vision illuminated dial; scale calibrated in meters and kc; extra easy logging scale; electro dynamic speaker; dimensions 8% cubic, in. $19.95.

MODEL 2-0—Inclined shelf for easier tuning; 8 tubes; 13 tuned circuits; handle of stage on all bands; phono and remote speaker connections; triple soft-fading control; beam power; Class A output 164.52, and 1875-1885 meters; Mystic Ray tuning; Gyrosopic tuning; Radio Record. $29.95.
MAJESTIC

Models: 1937 line of radios.
Description: In addition to the sets described in September, the following are available: Model 75, 5-tube upright table; 85, 5-tube lay-down table. There are also the following consoles: Models 650, 6-tube; 750, 7-tube; 850, 8-tube; 1050, 10-tube.

EMERSON

Description: Model L-150, standard model, 5 tubes, a.c., allwave, 64 in. dynamic speaker. Chair side console is made of pencil striped walnut curved to form an oval shaped cabinet, plus sliding drawer which, when open, creates a compartment for cigarettes and an ash tray.

Electro-Acoustic

Models: Record case and Clockette radios.
Description: "Clockette" cabinet on three plastic, each a different color. New exterior design, crystal-like grille of transflective Tente. Shades combine to create harmonious color combinations. Available in four color combinations including ivory, yellow and amber and black and red and ivory. 6 tubes, 540-1724 kc., a.c.-d.c.

KADETTE

Models: Classic and Clockette radios.
Description: "Classic" cabinet on three plastics, each a different color. New exterior design, crystal-like grille of transflective Tente. Shades combine to create harmonious color combinations. Available in four color combinations including ivory, yellow and amber and black and red and ivory. 6 tubes, 540-1724 kc., a.c.-d.c.
PREVIEW of NEW PRODUCTS

MAJESTIC

MAJESTIC CONSOLE — 12 push button automatic radio (one tuning station is logged at front of console) tubes; 4 tuning bands; phenolic attachment; 4" speakers in acoustically treated cabinet; cabinet of highly polished matched figured walnut and Oriental woods.

EMERSON

EMERSON AM-169 Compact — 6 tube AC-DC super stereos, American, foreign and police reception; "Microwave Chamber"; 5.2 in. dynamic speaker; 1 speaker cabinet; walnut and Oriental woods.

GRUNOW

GRUNOW TELEDIAL CONSOLE — all tube panel model with indicators lighted, Glor Gold Teledial set in a glassed center-matched walnut panel that has been faced back at a moderate angle for convenient tuning; a tube set 500-18,000 kc. 42 in. "Peeling Gold" speaker Teledial provides 10 buttons for fast automatic tuning.

ULTRAMAR

ULTRAMAR 1937 LINE — 24 models in a new "World Spanner" master tuner, phantom static finder and "Tunedelight" dial which includes the names and exact locations of all stations for each particular country. Choice of models ranging from 5 to 20 tubes for all wave bands from 5 to 2100 meters.

WILCOX GAY

-Detrola 11.11 Clicking TA81 — Said to be the first table set on the market with automatic tuning right up to kHz 750 and 100 meters. Two stations in the same frequency area can be logged separately. Telephone tuning can be adjusted manually.!! $49.95. Detrola also offers 9, 11 and 14 tube consoles at with automatic tuning.

KADETTE

MODEL K1024 — 16 tube chassis; selection and attractive cabinet of Pina Vera maple finished with contrasting grains of walnut; large, easily read dial. $149.95.
MASTERFONE

INTERCOMMUNICATOR — Conversations may be initiated by either the master or remote station through use of "talk-listen" lever; complete privacy for all stations; from one to five remote stations may be hooked up; connected by a single shielded microphone cable; master and one remote unit is $32.50; additional remote stations, $9.50 each.

INTERCALL

INTEROFFICE SYSTEM — Model U-10 has a maximum of 10 stations; every station a master unit; may be used with or without earphone which cade cut speaker for confidential conversations; Model U-10 has a minimum of 10 stations; 9-way system for quick two-way communication also offered; simple, light socket installation.

CROSLEY

Models: "Fiver" with Tele-tuning.
Prices: Tele-tuning, $26.95; without Tele-tuning $19.99; battery model $49.95.
Radio Retailing, April, 1937.

CHATTABOX — Two-way loud speaker communication for home business or industry may be connected by plugging power cord into receptacle or, where electrical interference may be hot, desired to operate the system without other units picking up conversation, a direct wire connection can be used.

PRESTO

Junior Sound Recorder — Records violin or musical instruments on records that can be played immediately; makes high fidelity, noise-free records up to 12 in. diameter; plages any record up to 12 in. in diameter; connect to radio to record programs on air; operates on 110 ac; $14.50 complete; with microphone, ready for operation.

1937
207

MODEL A-75—Max
 Miracle Tone Chart
by an entirely differ-
ent type of speaker
grid which eliminates
the conventional click
sound, and through a
series of grids and
tubes, disperses the
sound waves in a man-
ner which provides an
distinctly superior qual-
ity of high and low notes.

Model 38-1: Striking new illuminated full vision dial; allied walnut cabinet with bone-
wood inlay; inlaid pockets; 6 tubes; warmed standard American broadcasts and state police and
movies $19.95

PHILCO
Philco Radio & TV Corp.

MODEL 118-XX—In-
cluded central panel to
permit tuning with ease.
High fidelity, automatic
and magnetic tuning.
5 tubes; sealed cabinet;
acoustic platters; 2-in-
tone control; speed band dial; 15 tubes; 5
focusing ranges

MODEL 18-12C—Strike-
ing new illuminated full
vision dial; allied walnut cabinet with bone-
wood inlay; inlaid pockets;
6 tubes; warmed standard
American broadcasts and state police; movies $19.95
FOREIGN FAVORITES

New cabinet ideas are the most effective stimulant to replacement. Here are some from...

OAK FOR STRENGTH—The dial of this light oak-finished receiver covers 100 per cent of the front. The cabinet beneath makes a splendid accessory for repeat business too.

PRACTICAL MODERNISM—Two-tone wood and contrasting metal make this short-wave receiver stand apart. Note the extreme scale-simplicity and control on side.

SIMPLICITY FOR FARMERS—Here's a battery set with the number of controls reduced to the very minimum and the dial made extremely large. Speaker is at back.

BAKELITE BEAUTY—Entirely moulded, this cabinet imitates Circassian walnut of the so-called root-pattern variety. The grille is a gold-brown silk.

EASY TO TUNE—Large top edge scale plus controls on both front and side give this modernistic console both convenience and novelty.

NO MEAN DIAL—Table models need not have miniature dials. Top edge tuning can be applied to small sets as well as to the larger consoles.
1938
MAJOR EVENTS IN HISTORY

1938

Germany annexes Austria and takes the Sudetenland from Czechoslovakia.
The March of Dimes is organized to fight polio.
Howard Hughes flies around the world in 91 hours.
Bingo is the new money game.

TOP PLAYS

Our Town
What A Life
Kiss The Boys Goodbye
Abe Lincoln's Illinois

TOP BOOKS

The 5th Column
Ernest Hemingway
Listen The Wind
Anne Morrow Lindbergh
All This & Heaven, Too
Rachel Lyman Field
My Son, My Son
Howard Spring
The Yearling
Marjorie Rawlings

TOP MOVIES

Boy's Town
The Citadel
The Hurricane
Jezebel
Pygmalion
Snow White & The 7 Dwarfs

TOP MUSICALS

Hellzapoppin
Knickerbocker Holiday
The Boys From Syracuse

TOP SONGS

A Tisket A Tasket
The Flat Foot Floogie
Heigh-Ho
Love Walked In
My Heart Belongs To Daddy
September Song
Ti Pi Tin
You Must Have Been A Beautiful Baby

ON THE RADIO

Orson Welles terrifies the country with his Mercury Theater broadcast of War Of The Worlds.

Dick Tracy
Information Please
Meet "Price Competition" with the Little Admiral
A Full 5-Tube AC-DC Super as Low as $9.95

You can depend on Admiral to keep one step ahead of the parade... in price... performance... design. Here's a new 5-tube super that will help you get your share of the midget radio business. Has 5 working RCA metal tubes in improved superhet circuit to give 7 tube performance... automatic volume control... pilot light... range 535 to 1735 KC. Modern one-piece molded plastic cabinet available in four attractive colors.

NEW 1939 ADMIRAL RADIO-PHONOGRAPh

WIRELESS RECORD PLAYER
With Microphone Attachment
Can be used as a P. A. System... Also lots of fun "broadcasting" at home.

Model AW 11. Wireless Record Player—Completely portable. No wires from player to radio. Plays up to 12 inch records. Has synchronized motor... automatic stop... needle tip... 2 row... all-and-on pilot light indicates where record player is in operation... 2-position power control switch. Has coupling on 12 inch records. Beautifully styled cabinet of lighted walnut with piano finish measures 13 inches by 13 inches by 61/2 inches. Sensationally low price.

Model 521-SC 5 tube (including boldest) T.B.R. Radio-Phonograph with 5 electric dynamic speakers. 2 watt output... one crystal R.F. tuning range 535 to 1725 KC. Tunes American broadcast and police stations. Phonograph has new built-in crystal pickup and PA R.M. quiet electric motor. Plays up to 12 records with top pleased.

Model 521-SF A.C. Superhet Table Radio-Phonograph. 5 tube 110 volt radio with tuning range 535 to 1725 KC. Has 5 electric dynamic speaker. Phonograph and cabinet same as Model 521-SC. Underwriters approved.
ADMIRAL RADIOS FOR 1938

ADMIRAL AC CONSOLES AND ARMCHAIR RADIOS—8 TO 16 TUBES

ADMIRAL 16 TUBE "TILT TUNING" CONSOLE
Model 500 45

ADMIRAL 11 TUBE "TILT TUNING" CONSOLE
Model 440 25

ADMIRAL 8 TUBE "TILT TUNING" CONSOLE
Model 400 20

ADMIRAL DU-ETTES—SMART, COMPACT RADIOS THAT "STAND-UP" OR "LAYDOWN"

Model 950 12

Model 500 12

Model 200 12

Model 800 47

Model 600 47

 ADMIRAL 6 TUBE ARMCHAIR RADIOS
Model 65 47

Model 55 47

Model 45 47

Model 35 47

SEE NEXT THREE PAGES FOR MANY OTHER ADMIRAL RADIOS FOR 1938

1938
Anyone who knows the technical side of radio knows this: The basic difference between radios lies in the circuit—the way the various characteristics of coils, condensers, transformers and tubes are knit together. In the Phantom Filter Circuit, Arvin engineers have combined these and other units in a way that produces better radio reception. It is apparent when you listen to the new Arvins alongside other radios. Do that now—at your jobber’s.

The Phantom Filter Circuit is a powerful sales-producing feature—because it means better radio reception. And that’s exactly what folks want in radios. That—plus cabinet styling which appeals. Of course, the new Arvins have every modern radio improvement, including automatic tuning with Arvin’s Presto-Station-Changer... and all other modern features. Other console and table models shown above.

Sales are Booming on Arvin Phantom Filter Car Radios

1938
A GREAT OPPORTUNITY FOR SALES AND PROFITS

with General Electric Battery Radio

IN RURAL MARKETS

Model FB-77  Model FB-52

2 VOLT "AIR CELL" MODELS

6-VOLT SINGLE BATTERY MODELS

SENSATIONAL FEATURES OF THE 7 TUBE LINE

Color Tuning - Silent Tuning with High School Control - Tuning Range: 10 to 14,000 - Neutral Balance - Permanent tuning Diaphragm Speaker - Solid tube Tuning Tube - Phonograph Door - 3-Way Volume Control - Super Class B Amplification - 2 stages of Interference Frequency Adjustment - Special Tone Control - Automatic Volume Control - Water-Proof - Beautiful Cabinet and Tubular Cabinets.

BIG FEATURES OF THE 3 TUBE LINE

General Distance-gaining Ability - Tuning Range: 60 to 14,000 - Interference Frequency Adjustment - Auto-matic Volume Control - 2-Way Tone Control - Low Rotary Knobs - Water-Proof - Beautiful Cabinet and Tubular Cabinets.

GENERAL ELECTRIC POWER ADAPTER

This compact unit doubles the power of a single G E Battery Radio, so that every significant feature given to a single G E Battery Radio is improved.

Radio prospects beyond reach of the "High Lines" present a vast, rich market for the sale of General Electric Battery Radios. There are probably several thousand prospects in the farm, country homes, camps, roadside stands, boats and yachts, located right in your own trading area. GENERAL ELECTRIC gives you a fast growing BATTERY RADIO line, having a long list of sensational sales features, a money-making sales stimulation plan on wind-driven and motor-driven charging equipment... an intensive sales promotion and merchandising program.

Your G E Radio Distributor will gladly give you full details. Ask for the G E BATTERY RADIO SALES PLAN today.

APPLIANCE AND MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONN.

1938
CONSOLES Go Places!

There is a renaissance of interest in consoles that sets a new sales record. High-quality wood, and fine craftsmanship are basic to the enjoyment of music and other radio entertainment. There is a wide variety of combinations that appeal to various personal preferences. The sets are available in walnut, oak, and various other woods, and combinations include record players, phonographs, and radios in one unit. The trend is for larger units to fill a greater variety of spaces, and there is a wide selection of models to suit the needs of different homes.

**EMERSON** — Combination, Model BR224 11 tube e.c., walnut.

**PHILCO** — Model 35XX 6 tube, eight station push button tuning.

**STROMBERG-CARLSON** — Model 340-W, 8 station push button tuning, Walnut.

**MAGNAVOX** — Radio phonograph combination, 54-12000 in.

**GENERAL ELECTRIC** — Model G-75, 7 tubes, 2 bands, touch tuning.

**ARYVON** — Model 1210D, 12 tube, push button and dial tuning.

**DEBUT** — Model 1160PC, 8 tube combination.

**R.C.A.** — Combination Fourteenth Anniversary model 8 tube e.c.

**DEBUT** — Model 1160PC, 8 tube combination.

**ARVIN** — Model 1247Q, 12 tube push button tuning.

It looks like a good year for consoles, they are really going places—the more because they are groomed and ready to add to any setting—as furniture—as radio. There are sales waiting for the dealer. Sales behind which there is an attractive profit margin. One sale, one demonstration, one transaction, and the cash register has closed on a profitable sale.

1938
PREVUE OF NEW RADIO MERCHANDISE

Model 512-40. A 4-tube superhet for a.d.c. reception. Tunes from 16 to 550 meters in 2 bands. Slide-rule dial. 2 position type control. 6 in. 15-w. speaker. Lay-down cabinet. Continental Radio and Television Corp., 3800 Courland St., Chicago, Ill. Five tubes including ballast. 2 bands. Tune from 175 to 550 and 800 to 2000 meters. 5 in. Dynamic speaker. 2 watts output. $39.95

Model 516-5C. A 3-tube a.c.-d.c. table model by Continental Radio and Television Corp., 3800 Courland St., Chicago, Ill. Five tubes including ballast. 2 bands. Tune from 175 to 550 and 800 to 2000 meters. 5 in. Dynamic speaker. Full range dynamic speaker. Cabaret is of the chest type. $49.95. Model B67.3 (illustrated). An upright cabinet selling at $39.95

Model 518-3C. A tri-ac. table model by Continental Radio and Television Corp., 3800 Courland St., Chicago, Ill. Six tubes including ballast. 2 bands. Tune from 175 to 550 and 800 to 2000 meters. 5 in. Dynamic speaker. Full range dynamic speaker. $49.95

A new series of inexpensive table models is ready at the plant of Fada Radio & Elec. Co., Long Island City, N.Y. There are "Coloradis" in ivory plastic (plain or gold trimmed), and walnut baleite as well as cabinets of hand-rubbed walnut. 6 and 8 tube superhet for a.c. or d.c. and a f.t. series for a.d.c.

A moulded cabinet in natural or Brazilia grays houses the new Model AU9D made by Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City. 5 tubes. 500-4000 kc. Beam power tube: built-in antenna: full size dynamic speaker: arc. Gemloid dial: $29.95

1938
WHY Give the Same Old Christmas Chestnuts?

1938
PREVUE OF NEW RADIO MERCHANDISE

ANDREA

COMBINATION Radio Phonograph or Console in which phone motor can easily be mounted. Walnut veneer cabinet designed for optimum cabinet acoustics. Climate sealed Easy-View dial. 6 automatic tuning buttons, continuous tone control ac. or dc., beam power output tube 12 in. dynamic speaker.

MAJESTIC

CHARLEY McCARTHY MODEL — Six tube superhet featuring an exact image of Charlie McCarthy on the front of the cabinet.

MODEL 137 UT — Compact model with cabinet in walnut or ivory bakelite, range 540 to 1730 kc., 3½ in. electro-dynamic speaker, two watts power output, shipping weight 4 pounds.

PHILCO

MODEL 7C — Distinctively styled two-tone walnut cabinet with oval dial; this 8-tube superhet offers six push buttons and standard and short wave broadcast bands.

FEDERAL

MODEL CT 12 — Console, 12” turntable, 78 and 33 1/3 RPM, heavy duty constant speed synchronous motor, includes crystal microphone and stand with licensed Radio Tuner for recording off the air. $299.00

PRESTO

CONSOLE RECORDING PHONOGRAPH — Combination sound recorder, phonograph and public address system with 12” recording turntable, lightweight magnetic pickup and four stage amplifier having gain of 115 db. 12” high fidelity loudspeaker.
PREVUE OF NEW RADIO MERCHANDISE

STROMBERG

MODEL 325S—Housed in maple cabinet of authentically early American design, 6 push button Elbowtype Flash Tuning, automatic frequency stabilizer, class A amplification, automatic volume control, two tuning ranges.

MODEL 350-M—Walnut cabinet. Three tuning ranges, 8 button tuning, acoustical labyrinth, ear-level projection, high fidelity, automatic tone compensation.

MOTOROLA

MODEL 59 T-4—Top tuning by means of disks sunk in the top of the solid walnut cabinet. 5 tube ac. superhet, 4 pushbutton tuning, 5 in. electrodynamic speaker, tuning range 540-1720 kc.

MODEL 59 T-5—Five tube ac. superhet, 6 station automatic tuning, housed in Glowood cabinet. Tuning range from 540-1720 and 5650-18000 kc. Illuminated straight line dial slanted at correct angle for easy tuning.

MAJESTIC

MODEL 369—Another of Brunswick’s line of radios in fine period furniture, the half round cabinet of this 6 tube a.c. superhet could be used as one of a pair of French Comodites. 6 button push button tuning, beam power output, automatic volume control.

MAJESTIC Radio and Phonograph Corp.

MAJESTIC

MODEL 499—Six tube superhet, radio-phonograph with 3 band, 6 button mechanical tuning, automatic volume control. Phonograph has crystal pickup, self starting motor, automatic stop, and plays 12 in. records.

EMERSON

MODEL 499—Six tube superhet, radio-phonograph combination with tuning range of 540 to 1730 kc., 6 in. permanent magnet electrodynamic speaker and automatic volume control. Crystal pickup with self-starting motor and tangential tone arm.

EMERSON Radio and Phonograph Corp.

EMERSON

BRUNSWICK

MODEL 369—Another of Brunswick’s line of radios in fine period furniture, the half round cabinet of this 6 tube a.c. superhet could be used as one of a pair of French Comodites. 6 button push button tuning, beam power output, automatic volume control.

BRUNSWICK Radio Corp., Mersman Inc. Corp.

BRUNSWICK

MODEL AX-211 “Little Miracle” 5 tube, acdc superhet, 540 to 1730 kc. Two double duty tubes. Miracle tone chamber, electrodynamic speaker, automatic volume control, beam power tube, built-in antenna, walnut or ivory.
New PRODUCTS for the New SEASON

111 REMLER

MODEL 61 — Push buttons tune six network stations. Dial type dial for manual operation. 4 tubes, superheterodyne circuit and other new features.

MODEL 54 — Modernistic model in cabinet with violet net in blind louvre grille. Size: 6 by 10 by 5 1/2 inches. KHz range is 540 to 1715. 5-tube superheterodyne circuit. Dial tunes stations by name.

MODEL AX-212 — Standard American broadcast and police calls; a.c.-d.c. operation. 5 tubes; Kirpich tone chamber; full slotted grille; dial available in either walnut or figured maple $19.95

MODEL AX-219 — Five tube a.c.-d.c. superhet with turntable and pickup built-in. Turntable a.c. operated; crystal pickup; tangential tone arm; tone control. Plays 10 and 12 inch records. Price $29.95

113 LAFAYETTE

MODEL D-65 — Cover tube a.c.-d.c. two band superhet, plunger tuning. Full color dial; tuning eyes; table model

MODEL 61 — Push buttons tune six network stations. Dial type dial for manual operation. 4 tubes, superheterodyne circuit and other new features.

MODEL 54 — Modernistic model in cabinet with violet net in blind louvre grille. Size: 6 by 10 by 5 1/2 inches. KHz range is 540 to 1715. 5-tube superheterodyne circuit. Dial tunes stations by name.

MODEL AX-212 — Standard American broadcast and police calls; a.c.-d.c. operation. 5 tubes; Kirpich tone chamber; full slotted grille; dial available in either walnut or figured maple $19.95

MODEL AX-219 — Five tube a.c.-d.c. superhet with turntable and pickup built-in. Turntable a.c. operated; crystal pickup; tangential tone arm; tone control. Plays 10 and 12 inch records. Price $29.95

112 EMERSON

MODEL AX-213 — Standard American broadcast and police calls; a.c.-d.c. operation. 5 tubes; Kirpich tone chamber; full slotted grille; dial available in either walnut or figured maple $19.95

MODEL AX-219 — Five tube a.c.-d.c. superhet with turntable and pickup built-in. Turntable a.c. operated; crystal pickup; tangential tone arm; tone control. Plays 10 and 12 inch records. Price $29.95

113 LAFAYETTE

MODEL D-65 — Cover tube a.c.-d.c. two band superhet, plunger tuning. Full color dial; tuning eyes; table model

MODEL 61 — Push buttons tune six network stations. Dial type dial for manual operation. 4 tubes, superheterodyne circuit and other new features.

MODEL 54 — Modernistic model in cabinet with violet net in blind louvre grille. Size: 6 by 10 by 5 1/2 inches. KHz range is 540 to 1715. 5-tube superheterodyne circuit. Dial tunes stations by name.
New PRODUCTS for the New SEASON

103 ZENITH

MODEL 6011L—6 tubes including ballast type, superheterodyne. Standard broadcasts. 5-inch electro dynamic speaker. In brown Bakelite. $14.95. In ebony or ivory, $17.95.

MODEL 60117—6 tubes including ballast type, superheterodyne. Transcontinental, automatic, flip-touch tuning. Standard broadcasts. 5-inch electro dynamic speaker. 14 1/2 inches wide. Wood, walnut finish, with glass column grille. $29.95.

105 RCA VICTOR

MODEL 97KG—7 tube, 3-band radio housed in console grand cabinet especially designed to fit room as naturally as sofa or easy-chair. Lower and wider. Designed by John Vassos. Has improved electric tuning, many other new features, plus RCA Victor tubes.


104 MAJESTIC

MAJESTIC Radio & Television Corp. 200 W. 50 St., Chicago

MODEL 511—Five -tubes ac superheterodyne. Two-toned Plasion ivory cabinet with royal blue speaker grille, illuminated full vision dial. Electro dynamic speaker 9 1/2 inches in size. A. C., 3 1/2 watts output. Size: 8 1/2 x 8 1/2 by 6 inches.

MODEL 6011D—12 tubes including ballast type, superheterodyne. Standard broadcasts. 5-inch electro dynamic speaker, 14 1/2 inches wide. Wood, walnut finish, with glass column grille. $29.95.

106 SONORA

SONORA Radio & Television Corp. Merchandise Mart, Chicago

MODEL D12—Two band, ac dc superheterodyne. Tunes from 1720 to 535 kc. 2200 to 7000 kc. 2 watts output. Beam power tubes, tone control. A. C., 1 inch slide rule vernier dial, 6 inch dynamic speaker. Louvre grille. Size, 16 by 7 1/2 by 9 1/2 inches.


Numbered card in this issue brings you additional details.
New PRODUCTS for the New SEASON

107 TOM THUMB
120 Fourth Ave., N.W., Atlanta


MODEL 94B — Single unit dash mount automobile receiver with giant non-glare dial for safe tuning while driving. Six tubes, sensitivity control for country or city operation.

109 G.E.
General Electric Co.
360 Hudson Ave., Elizabeth, N.J.


108 WILCOX-GAY
Wilcox-Gay Corp.
Charlotte, Mich.

MODEL A-59 — Single tuning non-phonograph cabinet has main tuning dial for safe tuning while driving. Six tubes, sensitivity control for country or city operation.


110 FADA
FADA Radio and Electric Co.
3907 Thompson Ave., Long Island City, N.Y.

MODEL 6-104 — Four tube "Gold Glo" dial. Features inverse feedback network to reduce distortion, total harmonics, undesirable frequencies to give smoother tone at all volumes.

Numbered card in this issue brings you additional details.
119  ADMIRAL

MODEL 125 SE — Model superhet with modern bakelite cabinet available in black, ivory, walnut and red. 4 inch dynamic speaker; iron core antenna coil: 535 to 1735 kc; 11/2 watts output.

MODEL 115 SA — Five tube a.c. superhet with tuning range from 535 to 1735 kc; manual push button tuning; drum type dial with magnifying lens; 5 inch dynamic speaker; two stages; f.l.c. in ivory, black or walnut; $16.95 to $19.95.

MODEL 121  HALLICRAFTERS

MODEL 520 — Communications type receiver with extremely wide band coverage. Electrical bandspread, image rejection circuit. Many modern features useful to amateur and short-wave listener alike at reasonable price.

120  AUTOCRAT

MODEL 101 — Four tubes. Full floating dynamic speaker. Iron core coils. Broadcast and police call. Moulded cabinet in black, green or ivory. For a-c-dc operation on 110 or 120 volts.


122  McMURDO SILVER

MODEL 20 — Communications type receiver with extremely wide band coverage. Electrical bandspread, image rejection circuit. Many modern features useful to amateur and short-wave listener alike at reasonable price.

123  BELMONT

MODEL 526 — Five tube ac superhet with automatic Bel-Monitor tuning. In ebony, walnut and ivory Bakelite cabinet.
New PRODUCTS for the New SEASON

115 DETROLA

CONVERTER — Ultra high frequency converter for attaching to any standard receiver. Range 25 to 83 million cycles. Modern moulded cabinet, variable Type dial.

116 AIR KING

MODEL 222 — Table compact tunes from 1740 to 540 kc. Works on 110 to 125 volts, ac or dc. Is 5 1/2 by 7 by 4 1/2 inches overall. Shipping weight 5 lbs. Has four tubes.

117 STEWART-WARNER


MODEL 911 — Automatic tuning table type. Tunes from 1740 to 540 kc. 110 to 125 volts, ac or dc. Is 10 by 15 1/2 by 7 inches overall. Shipping weight 15 lbs. Uses six tubes.

MODEL 8618 — Travelling companion style. Plays on any type 110 volt current. Cover may be removed when at home. Six tubes. American broadcast and police calls and shortwave band. Also several amateur bands.

Numbered card in this issue brings you additional details.

118 ESPEY

MODEL 7-801 — Duncan Phyfe period style, incidental furniture design with 6-tube radio chassis. American and European reception, mahogany or walnut.

1938
**New TABLE MODELS**

**WILCOX-GAY**

The unique design of this superhet a.c.-d.c. radio tube portable table set houses a chassis which offers continuously variable tone control, dynamic speaker, sliding panel and surface meters dial. It stands on all sides by itself and has remote volume controls.

**CROSLEY**

Features push button tuning, equipped with a beam output power tube which provides greater volume and sensitivity. Encased in a cabinet of old ivory finish, this de luxe model is no compact that it may be used for a book end.

**RCA**

**FADA**

MODEL 5F50 Series in walnut or ivory plastic covers; a tuning range from 545 to 1650 kc, illuminated dial; automatic overload control; beam power output; power line noise filter; output stage power two watts; high gain antenna and r.f. transformers. Reduction drive tuning.

**DEWALD**

MODEL 5F50 Series in walnut or ivory plastic covers; a tuning range from 545 to 1650 kc, illuminated dial; automatic overload control; beam power output; power line noise filter; output stage power two watts; high gain antenna and r.f. transformers. Reduction drive tuning.

**SONORA**

**RECORD PLAYER—** Model PM 7" Myrtle Music Maker" plays into house outlet with no wired connection to switch. Self-starting motor, automatic stop, crystal pickup, volume control with switch, plays 10 and 12 in. records. Walnut cabinet.

**STEWART-WARNER**

**SONORA**

**DEWALD**

**COMBINATION—** Three new low-cost table models complete R.C.A. Victor line with prices ranging from $19.95 to $35.50. They are model U-104 at $19.95, model U-115 at $29.95, Model U-112 at $39.95. Housed in attractively designed cabinets, the new models incorporate latest developments. U-112 illustrated.
Radio Merchandise

**KADETTE**


**PHILCO**

**MODEL 31XF**—Electric push-button tuning for eight stations. 6 tubes, inclined control panel, balanced field catherine speaker. Broadcast bands cover standard foreign and American shortwave, state police and day amateur broadcasts. List $49.95.

**MAGNAVOX**

**COMBINATION**—Radio-phonograph. Chairsid model covers tuning range from 540 to 18,000 kc. Tone control, electric-eye tuning, automatic volume control. Illuminated dial, 12 in. double cone high fidelity speaker. Phonograph has crystal pick-up, self-starting constant speed motor. Automatic stop and automatic tone compensating volume control.

**ANSLEY**

**COVENTRY**—The 18th Century cabinet in a variety of woods will contain any Ansley console, Dynaphone or combination, single record or the R-2 automatic record-changer. Controls and speaker behind right door, record cabinet behind the left.

**DECCA**

**RECORD PLAYER**—De Luxe player handles 10 or 12 in. records with the top closed. Constant speed motor, automatic stop and start feature. Hand rubbed walnut cabinet. List $27.50.

**TRANSITONE**—A 5 metal box of superhet, selling from $9.95 up employs new tubes. Cabinets are plastic in brown, ivory and brown and amber. Model TP-51 is a 5-tube superhet with push button tuning to 5 stations and manual tuning. Ivory Bakelite, covers standard broadcasts, state, local and municipal police calls.
When You Want It

1938's modernly styled phono-radios

1938
SETS

Across the Sea

NEW SLANT ON LEGS . . .
It fits the London taste

SELECTED ORIGINALS

And France has a good excuse of the new foreign crop for originality of cabinet design, these receivers may give American stylists ideas

TIME-TABLE DIAL
A popular style from the Reich

A DIFFERENT TWIST
Another British innovation

ROUND AND WHY NOT?
Largest tuning dial in England

MAN IN EVENING DRESS
Table model so nicknamed Berlin-en

ALL DONE WITH MIRRORS . . .
And France has a good excuse

NOT A PIANO
A novelty, even for Pa

NEW SLANT ON LEGS 
It fits the London taste

RECESSED TUNING
As the Germans see it

1938
1939
MAJOR EVENTS IN HISTORY

1939

New York World's Fair opens—televised by N.B.C. Trylon and Perisphere become symbols of the fair.

Germany and Russia sign a non-aggression treaty.

Marion Anderson, barred from singing in Constitution Hall by the Daughters Of The American Revolution, sings to 75,000 at the Lincoln Memorial Park instead.

Germany invades Poland. France and England declare war on Germany, marking the start of World War II.

TOP MOVIES

Dark Victory
Goodbye, Mr. Chips
Juarez
Mr. Smith Goes To Washington
Stanley & Livingston
The Wizard Of Oz
The Women
Wuthering Heights

TOP BOOKS

Abraham Lincoln: The War Years
Carl Sandburg

The Grapes Of Wrath
John Steinbeck

Kitty Foyle
Christopher Morley

The Nazarene
Sholem Asch

Peace, It's Wonderful
William Saroyan

TOP MUSICALS

DuBarry Was A Lady
The Hot Mikado

TOP SONGS

Three Little Fishes
Over The Rainbow
I'll Never Smile Again
God Bless America
Beer Barrel Polka
Our Love

TOP PLAYS

Life With Father
The Philadelphia Story
The Time Of Your Life
The Man Who Came To Dinner
YOU know radio values

Then get the

at Your

Farnsworth RADIO

THE HISTORY OF TELEVISION IS

1939
...price THIS line!
surprise of your life
Distributor’s "OPEN HOUSE"

THERE are a lot of words in Daniel Webster's book. But instead of using all the high-powered ones to give you some idea of the values packed into the Farnsworth line—we're ready to let your own figures do the talking! That's how confident we are that each of these models has more built-in value—than the Farnsworth Franchise packs a hearty competitive wallop!

This is a bold challenge, but one there's no mistaking. With an open mind—specifications considered—by an experienced radio merchandiser—look at these models—one all their features—and then just decide what you believe is a fair price. Then take those prices to your local Farnsworth Distributor's "open house" meeting—and get set for a pleasant shock that's going to reach right down to the pocketbook nerves of your radio prospects! If you don't know where or when it's going to be held in your community—send in your pricing estimate and we'll gladly tell you. But get out that pencil—and judge for yourself!

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA

MODEL AC-59 . . . A beautiful radio-phone combination whose unstained simplicity and tasteful proportions lend it to a living room piece of furniture. Chassis Specifications . . . 10-tube superheterodyne; standard wire bands; Hi-Fi In-Tenna; push-button; 4" electrodynamic speaker; front panel output; phonograph and TELEVISION-sound connection. Cabinet dimensions: Height, 36"; Width, 25"; Depth, 11½".

MODEL AK-95 . . . Pleasantly massive, square, drop styling admirably for the model's character and appeal. Chassis Specifications . . . 10-tube superheterodyne; standard wire bands; Hi-Fi In-Tenna; push buttons for six stations; shielded rotating loop antenna; continuously variable tone control; 12" electrodynamic speaker; bass compensation; phonograph with Carlhert record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 36"; Width, 35"; Depth, 16½".

THE HISTORY OF FARNSWORTH

1939
with Farnsworth


FOR A SON OR DAUGHTER AT SCHOOL. Or for family outings. Start portable model (AT-31)—take entertainment everywhere. New two-way speaker, 2 tubes. AC-DC current or battery operation. Ritz In-Tenna. Dial light on both AC and DC operation. At a price the radio customers want to pick it up and take it with them.

FOR THE SMALL SON who wants to hear his cowboy program. Suggest this plastic model (PT-15) as an ideal gift for his room. Just as convenient and attractive for the master bedroom. 3 tubes. AC-DC superheterodyne circuit. Push-button tuning for 4 stations. Ritz In-Tenna. A lot of radio for a little money.

1939
NOW! THE KIND OF LINE YOU DEALERS ASKED FOR...

THE VALUE LINE FOR '39

COMPLETELY NEW! READY RIGHT NOW!

TEWART-WARNER MAGIC KEYBOARD RADIOS

1939
Majestic PRESENTS
A Practical Way To
PUT THE PROFIT BACK
INTO THE RADIO BUSINESS

It's incredibly simple. That's why it works. Majestic demands no quotas. Majestic's job is to supply you with items that have real popular appeal. A few examples are shown here. You select the items you know will be "hot" in your community, in the volume you can handle. Majestic backs you with national advertising. Each ad puts a hard, direct sell on popular numbers. Finally, Majestic's production methods permit of discounts that give you a solid profit, while allowing Majestic a solid profit, too.

Why not see how this wise, horse-sense policy and the complete Majestic line can help put profit into your radio business? Write today!

Majestic
Majestic Radio & Television Corp., 2604 W. 30th St., Chicago, Ill.
Cable Address, "Majestic, Chicago"

COMPLETE LINE OF RECORD PLAYERS—Includes radio-type combination, and this unique satellite "shortwave broadcast station." Each in its own case. (Model 4100)

DOUBLE-VALUE PORTABLE—Powerful 20-watt battery pack for outdoor listening. AC plug-in makes it an attractive table model for the home. Looks like smart airline-check baggage. (Model 1110)

"ZEPHYR" BEAUTY AND PERFORMANCE—Self "no aerial, no ground," pushbutton tuning, new Majestic tone and its flawless design—this number will move fast (Model 250 MD)

8 Million MAJESTIC OWNERS ARE RED-HOT PROSPECTS FOR NEW MAJESTICS!
WILCOX-GAY offers radio distributors and dealers their BIGGEST OPPORTUNITY for PROFITS by introducing the new

WILCOX-GAY RECORDIO

A BIG 3 IN ONE COMBINATION OF:

1. HOME RECORDER -- MAKE YOUR OWN RECORDS
2. ELECTRIC PHONOGRAPH -- PLAYS ALL RECORDS
3. FULL-SIZED RADIO -- 9 TUBE SUPERHETEROODYNE

The greatest sensation in radio since Wilcox-Gay pioneered the Wireless Record Player. Using Wilcox-Gay blank records costing only a few cents each the RECORDIO is ideal for:

• Favorite Air Programs
• Home Movies
• Baby's First Words
• Parties—Entertainments
• Personal Letters
• Home Orchestras
• Children's Recitations
• Club Meetings, etc.

This is your opportunity for profit in 1939. A new product with a prospective customer in every home. The Wilcox-Gay franchise will be valuable. Send in the coupon today for complete information.

Expert Dept. 100 Varick St., New York City, U. S. A.

WILCOX-GAY CORPORATION
CHARLOTTE, MICH.
WHETHER ANY LINE HAS EVER OFFERED
SO MANY GREAT SALES-MAKING
FEATURES AS THE NEW 1940 G-E RADIO

The new 1940 General Electric Radio line sets a new high for the industry to shoot at—in new features, new engineering improvements, new beauty of styling—in performance and in sheer value for the money in every price bracket.

But don't take our word for the merits of this G-E Radio line. See and hear these new instruments. Then let your eyes and ears decide which line will be easiest to sell—most profitable for you to sell in 1939.

Get in touch with your nearest G-E Radio Distributor—NOW.

Let the G-E X-Ray Sales Maker
Close Sales for You

This unique silent salesman dramatizes the selling features of the new 1940 G-E Radio—clutches sales in spectacular fashion. The entire chassis is brilliantly illuminated. The entire sales story is told at a glance. Understanding turntable permits quick and easy demonstration of sales features on front and back of cabinet. Ask your G-E Radio Distributor for the G-E X-Ray Sales Maker.
NEW RCA Victor RADIOS

To Make More Money

SENSATIONAL NEW MODELS DESIGNED, STYLED AND PRICED FOR FAST SELLING!

Once again RCA Victor steps out in front with new sets that sell. Priced right for you and for your customers. Packed with features that make them want to buy! Designed and styled so those who come to look will remain to buy! Values such as these are sending RCA Victor dealers off to a flying start towards another great RCA Victor year. Make sure you cash in on them, too.

LOOK AT THIS END TABLE MODEL! ONLY... $69.95*

AMAZING ELECTRIC TUNING VALUE! ONLY... $89.95*

For finer radio performance—RCA Victor Radio Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

1939
Here are the HOTTEST Values in Radio’s HOTTEST Price Bracket!

9 SENSATIONAL super-values, ranging from the streamlined 7-tube performance Campus model shown above to the massive 3-gang American- Foreign Magic Keyboard console, make the new 1939 Stewart-Warner line hotter than hot! They cover every step-up in the fastest-selling price bracket with a value you can’t duplicate at the price! Every one is a genuine superhet — every one has A.V.C. And every tube is a working tube! If you’re looking for value that sells itself, get all the facts now!

*All prices factory list.

STEWART-WARNER
Magic Keyboard Radios
Also Sav-A-Step Refrigerators and Ranges

1939
240

ADMIRAL RADIO- PHONOGRAPH
ONLY LIST

36 Models to Choose From!
4 to 16 Tubes—See Your Jobber or Write Us

CONTINENTAL RADIO & TELEVISION CORP., 3800 W. CORTLAND ST., CHICAGO

1939
Radio Dealers: this is THE BIG WINTER MONEY-MAKING PACKAGE

NEW STARTLING RADIO WITH THE WAVE MAGNET in the little gold box!

NO ANTENNA • NO GROUND
NO NOISE • NO INSTALLATION
NO BATTERIES • JUST PLUG IN
AND PLAY ANYWHERE

AND THE NEW BIG 8 CONSOLE

1. Radiogram Tone Color Reception
2. Transcontinental Automatic Tuning
3. 12-Inch Full Tone Electro Dynamic Speaker
4. 8 Powerful Metaglass Tubes
5. Regular Broadcast & 3 Band Short Wave Reception
6. Large Beautifully Finished Choice Walnut Finish Cabinet
7. Oversize Rubber Floated Chassis

Phone Your Zenith Distributor for Details and Climb Aboard!

1939
COMBINATIONS

1939
Radio Merchandise

ADMIRAL

MODEL 153 SL— "The Gypsy" is an a.c. superhet portable radio-phonograph combination enclosed in a modern airplane type luggage case. Has large full-visibility dial, full automatic volume control. 5 in. electrodynamic speaker, covers from 535 to 1730 kc. Has AeroScope self-contained antenna.

MODEL 162 SL— One of a mid-season group of new table models which includes 5 and 6 tube a.c. and a.c.-d.c. sets. Offered in wood or plastics cabinets, the group includes superhet with 5 station push button tuning, a phone combination feature. In some models, the AeroScope antenna. The superhet a.c.-d.c. set illustrated comes in walnut, ivory, or cream finish. Has automatic volume control. AeroScope antenna. 5 in. electrodynamic speaker, covers from 535 to 1730 kc.

MODEL 163 SL— One of a mid-season group of new table models which includes 5 and 6 tube a.c. and a.c.-d.c. sets. Offered in wood or plastics cabinets, the group includes superhet with 5 station push button tuning, a phone combination feature. In some models, the AeroScope antenna. The superhet a.c.-d.c. set illustrated comes in walnut, ivory, or cream finish. Has automatic volume control. AeroScope antenna. 5 in. electrodynamic speaker, covers from 535 to 1730 kc.

PHILCO

MODEL 318K— Six tube superhet with electric push button tuning to eight stations. Dial in streamline type mounted on streamlined control panel. Balanced field cathode speaker, bass compensation; 3 point tone control. Cabinet of sliced walnut with built-in cabinet.

MODEL 153— "The Gypsy" is an a.c. superhet portable radio-phonograph combination enclosed in a modern airplane type luggage case. Has large full-visibility dial, full automatic volume control. 5 in. electrodynamic speaker, covers from 535 to 1730 kc. Has AeroScope self-contained antenna.

MODEL 3151C— Six tube superhet with electric push button tuning to eight stations. Dial in streamline type mounted on streamlined control panel. Balanced field cathode speaker, bass compensation; 3 point tone control. Cabinet of sliced walnut with built-in cabinet.

RECORD PLAYER— Contains wireless record player automatically accommodates 8 records for continuous playing and allows for a record library in the base of the cabinet. The handsome lid gives a distinct furniture appearance. Operates anywhere within 25 feet of the radio. Also recently announced is a portable model wireless record player.

STEWART-WARNER

MODEL 07111 to 07.511— Five tube superhet operating on either 110 volt a.c. or d.c. Five tuned circuits. Covers standard broadcast and one police band. Resistance-coupled beam power audio system, automatic volume control, built-in antenna, magic dial with illuminated tip pointer. Available in walnut Satinlite, ivory Plastek, or solid color cabinets. School letters or personal initials available.

1939
PREVIEW OF

ANDREA

TELEVISION PHONO. COM.—Model 2F:125 is an all-magnetophonograph equipped with television automatic phonograph. It is radio broadcast and channel-selector. Low-quality, medium-quality, and high-quality for records and albums concealed to double doors at Crown, Parkwood Ave. at 76th Street, price $196.00. All other features are similar to those of Model 2F:131. Andrea Radio Corp., 4801 48th Ave., Woodside, L. I.

LAFAYETTE

TABLE MODEL 0.75—New attachment midget radio of bone-colored plastic cabinet similar in style to walnut. 8-tube superhetetodyne with built-in antenna. Efficient dynamic loudspeaker, provides terminals for external antennas, for phone and television. Tuning coverage is from 540 to 1550 kc. and 160 to 1600 megacycles. Radio Wire & Electric Co., 1201 E. 60th Ave., Long Island City, New York.

TRAV-LER


FADA


L. C. KADETTE


RCA


SOUNDVIEW


World Radio History

1939
**New Products**

**STEWART-WARNER**

**G-E**

**HOWARD**

**PHONO COMBINATION** — Model HJ-409 unit housed in console grade cabinet of walnut finish with full length lid. Dial size, tuning vernier, turntable and other controls are located under lid. Equipped with 12 inch speaker, crystal pickup tubes from 550 to 1600 kHz.

**EMERSON**

**PHONO COMBINATION** — Model HJ-409 unit housed in console grade cabinet of walnut finish with full length lid. Dial size, tuning vernier, turntable and other controls are located under lid. Equipped with 12 inch speaker, crystal pickup tubes from 550 to 1600 kHz.

**MAJESTIC**

**MODEL 2040** — A 2 band, 6 tube, all-electronic superheterodyne with full vision gold and silver dial face. Dial is printed with names of European countries for easy tuning.

**MODEL 30017** — An 8 tube, 2 band, superheterodyne with full vision gold and silver dial face. Dial is printed with names of European countries for easy tuning.

**TILT-TOP CONSOLE** — Model 35877 is in 8 tube superheterodyne with built-in loop aerial; features push buttons for instantaneous selection of stations, tuning range from 540 to 1700 kHz.

**CARAVAN** — Model H-470 battery-corded portable housed in washable imitation pigskin with leather carrying handle. Has disappearing panel slide which conceals controls when not in use. Built in transformer, tuning range 540-1600 kHz; battery life is approximately 100 hours.

**MAJESTIC**

**MODEL 2040** — A 2 band, 6 tube, all-electronic superheterodyne with full vision gold and silver dial face. Dial is printed with names of European countries for easy tuning.

**MODEL CS-120** — An 8-2-6 tube superheterodyne with full vision gold and silver dial face. Dial is printed with names of European countries for easy tuning.

**1939**
Many battery portables coming on market for Spring and Summer sales. Use lower battery drain tubes, built-in antennas. Weight under 20 lbs.

To Omar Khayyam's tempting trilogy ... "A head, a jug of wine and then" ... modern society adds a fourth for the man who likes to get away from it all and lie out under a fig tree.

Battery type portable radios of the past have been largely pushed by virtually the whole industry as the market is such that one is routine and summer sales supplementing home and auto radio set volume are certain. A trend of major importance to the trade is seen.
With You!

Keynote of the drive for extra business is the use of new battery type tubes with phenomenally low drain. They run on 13 volts of "A" battery, generally drawing less than 1 ampere per hour from this source, usually draining under 15 milliamperes from a "B" size block of "B's".

Despite this extremely low drain, new portables turn out about 3/4 of a watt of audio power, ample for the purpose.

Equally important in portable design is the almost universal incorporation of built-in antennas. If the user wants more "sock", or treks out into remote regions far, far away from powerful broadcast stations, a regular antenna and ground may usually be attached to provide increased pickup.

Speakers are usually permanent magnet dynamics, dials are often recessed for protection against knocks during transportation. In some instances, protective covers are provided.

Carrying handles are built-in and with total weight including batteries under 20 lbs. (average 16.3 lbs.) extreme portability is obtained.

Weatherproof airplane luggage cloth finish that looks well, appeals to travellers who know good baggage and can stand the gaff ideally suits this new merchandise.

No matter where you go, speaking of radio, you can take it with you!
**WESTINGHOUSE**

MODEL WR-126A—Table type receiver with a button tuning scope 550 to 1580 kc; 3 1/2 by 7 by 14 inches. A handsome two-tube cabinet with cabinet grill. Price $44.95.

MODEL WR-130—Compact phone combination set with separate loop antenna for domestic and foreign reception. No external connection, radio is necessary, which permits the radio to be placed anywhere. Latest modern type cabinet with open and close cover. Price $116.95. Westinghouse Electric Supply Co., 150 Varick St., New York.

MODEL WR-455—Compact phone combination set with separate loop antenna for domestic and foreign reception. No external connection, radio is necessary, which permits the radio to be placed anywhere. Latest modern type cabinet with open and close cover. Price $116.95. Westinghouse Electric Supply Co., 150 Varick St., New York.

**ARVIN**

MODEL 51S—Single unit 6- tube superhetodyne with automatic volume control. Price $44.95 list.

MODEL 510—Single unit 6-tube superhetodyne with automatic volume control. Price $44.95 list.

**PHILCO**

MODEL 659—A single unit 6-tube superhetodyne. As an added feature of this push-button and dial tuning is available. Price $77.95 list. National Broadcasting Industries, Inc., Columbus, Indiana.

**EMERSON**

MODEL CG-117A—A 6-tube superhetodyne. Has standard broadcasts, all police bands, foreign and American short wave band. Contains a miracle tone chamber with Inch electro dynamic speaker; automatic volume control; beam power output; rectangular shaped cabinet of rich veneers of selected butt walnut, curved over sides and front in "Staybent" construction. Price $24.95 list.

**TABLE**—This full-size radio model is produced in 13 different two-color schemes, including the colors of your American school and college harmonies, also in bedrooms and dens. 5-tube superhetodyne; automatic volume control; high-output speaker; standard broadcast and police calls. Price $77.95. Philco Radio & Television Corp., Philadelphia, Pa.

**LAFFAYETTE**

MODEL 8627—Suitable radio for the den or recreation room; its button or manual tuning; contains a built-in speaker; provision for photo or television. 6-tube superhetodyne.

**TABLE MODEL C5-117A—A 6-tube superhetodyne. Has standard broadcasts, all police bands, foreign and American short wave band. Miracle tone chamber with 6-inch electro dynamic speaker; television terminals; automatic volume control; beam power output; selected matched butt walnut cabinets, hinged with solid strips; curved top and base are of figured walnut. Size 12 1/2 by 15 1/2 by 14 inches deep. Price $29.95 list. Emerson Radio & Photographic Corp., 111 Eighth Ave., New York.
New Products

RCA

MODEL 2-C-A 5 tube manually operated radio combination. 6 tubes, 25 watts. 100-1300 cycles. One tape recorder, 1 record changer, 200-500 cycles. One double console, 1 record changer, 200-500 cycles.


HALLICRAFTER

SET MADE FOR HOME BROADCAST ELECTRONICS. 6 tubes, 25 watts. 100-1300 cycles. One tape recorder, 1 record changer, 200-500 cycles. One double console, 1 record changer, 200-500 cycles.

CONSOLE—Model 90-1, 3 tube vacuum tube tuning and 5 tubes, 25 watts. 100-1300 cycles. One tape recorder, 1 record changer, 200-500 cycles. One double console, 1 record changer, 200-500 cycles.

CONSOLE—Model 90-1, 3 tube vacuum tube tuning and 5 tubes, 25 watts. 100-1300 cycles. One tape recorder, 1 record changer, 200-500 cycles. One double console, 1 record changer, 200-500 cycles.

CONSOLE—Model 90-1, 3 tube vacuum tube tuning and 5 tubes, 25 watts. 100-1300 cycles. One tape recorder, 1 record changer, 200-500 cycles. One double console, 1 record changer, 200-500 cycles.

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CONSOLE—Model 90-1, 3 tube vacuum tube tuning and 5 tubes, 25 watts. 100-1300 cycles. One tape recorder, 1 record changer, 200-500 cycles. One double console, 1 record changer, 200-500 cycles.

HOWARD

RADIOBAR

MODEL M-10—Bounded bar combines with AUTOMATIC record changer and radio for use with double units with which many sections are controlled.

GUTMANN

RADIOBAR

MODEL M-10—Bounded bar combines with AUTOMATIC record changer and radio for use with double units with which many sections are controlled.

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MODEL M-10—Bounded bar combines with AUTOMATIC record changer and radio for use with double units with which many sections are controlled.

GUTMANN

1939
Preview of

SENTINEL

MODELS: 100-169. - Transistor-equipped console. The console is compacted, decorated with bentwood, polished aluminum, and chrome-plated eagle head, and contains highly polished black genuine leather. Frequency range of 530 to 1,600 kilocycles. List price $135.

ADMIRAL

MODEL: 16434. - Portable battery-operated radio, which can be converted into a wall unit. Design of cabinet is simple, but functional. Price $12.50.

STEWART-WARNER

MODEL: 200-150. - Battery-operated radio, with full automatic tuning, for industrial use. Price $25.00.

CROSLEY

MODEL: 110-45. - Battery-operated radio, with full automatic tuning, for industrial use. Price $25.00.

SONORA

MODEL: 10-55. - Battery-operated radio, with full automatic tuning, for industrial use. Price $25.00.
Radio Merchandise

RCA VICTOR

EMERSON

WESTINGHOUSE

WHOLESALE

LITTLE NIPPER, Model STX23—Contemporary in modernistic style, cabinet, woodgrain, mahogany, 6 tubes, AC, battery-operated, automatic volume control, tuning range, 530-1720 Mc. List $19.80.

MODEL 127E—End table cabinet houses 6 tube radio-phonograph designed to accommodate regular 12 in. record albums. Phonograph has feather-touch crystal pickup, automatic overload control, self-starting constant speed motor, approved RCA electric tuner to S stations, automatic bass compensation, illuminated station selector and continuously variable tone control. Tuning range, 530-1720 Mc. List $29.95.

MODEL CH-25—Miracle Tone Chamber, electro-dynamic speaker, automatic overload control, full vacuum dial, beam power tube, built-in antenna, six features of this 4 tube unit, 5 station electric tuner which covers standard American broadcast and police calls. Cabinet has padded, domed top and embossed design, available in ivory morocco, red morocco and brown morocco. List $39.95.

WHOLESALE

1939
RCA VICTOR

COMBINATION — Model U-29 has 10 tube circuits, automatic record changer, extended frequency range, crystal, phonograph guides, contrast-speed motor, electric tuning for 9 stations, 12 in. push-pull output. Excellent straight-line design, 12 in. electro-dynamic speaker, automatic singlecompartment volume control, continuously variable tone control. List $49.95. Camden includes RCA Victor Master Antenna System membership in Victor Record Society and introduction supply of records.

MODEL 1939—Five tube ad, superhet with tuning range of 530 to 1750 kc. Automatic volume control, full-size face dial, 8 in. electro-dynamic speaker, 3 tuned circuits. Walnut cabinet finished in contrasting woods.

MAJESTIC

PREVIEW OF NEW

RCA MANUFACTURING CO.
Camden, N. J.

EMERSON

EMERSONS—A crystal r.f. in wide 455 Kh high selective, designed for broadcast use, with 1000 times more selectivity than 3 band Crystalophones. Designed for broadcast, phonographs, etc. New in 1939. Illustrated in the present issue. Walnut or cherry, two-in-one cabinets. Quantities to be offered to dealers only, on condition that purchases 50 similar Emerson models. In retail, $34.95, costing $38.50.

MODEL CH-32M—1 tube ultra-supplex speaker; standard American cabinet and grille cloth. Electric dynamic speaker. Automatic volume control. Built-in siren and 60-m. power tube. Walnut cabinet. Model 32M costs $34.95. Includes the Wood model has an automatically constructed cabinet, hardvarnished walnut finish. List $54.95.

PATHE
**New Products**

**BELMONT**

![Image of Belmont radio](image)

**WESTINGHOUSE**

**PORTABLE—Model CT-275**

- A self-powered portable set designed to provide extra long distance ability and tone quality.
- A capacity equal to the external antenna terminals provides an efficient output circuit.
- Includes a noise suppressor, weight 1 lb.

**PILOT**

**MISSION BELL**

**PORTABLE—Model MB-95**

- Model MB-95: A set containing all the necessary parts to complete the set. It is designed to provide extra long distance ability and tone quality.
- Includes a noise suppressor, weight 1 lb.

**G-E**

**MODEL BE-652**

- Model BE-652: A set containing all the necessary parts to complete the set. It is designed to provide extra long distance ability and tone quality.
- Includes a noise suppressor, weight 1 lb.

**EMERSON**

**MISSION BELL**

**PORTABLE—Model CT-275**

- A self-powered portable set designed to provide extra long distance ability and tone quality.
- A capacity equal to the external antenna terminals provides an efficient output circuit.
- Includes a noise suppressor, weight 1 lb.
**Prevue of New**

**EMERSON** — Model CE 259 — 5 tube superhet portable battery model.

**STEWART-WARNER**

**STROMBERG-CARLSON**

**MISSION BELL**
Radio Merchandise

SENTINEL

COMBINATION — Radio Phone Model 125AC-CB in console grand cabinet. Seven button permeability tuning, 6 tubes, 2 bands, tuning from 540 to 18,300 kc. Self-starting a.c. phono motor, 12 in. turntable for 10 in. and 12 in. records, automatic stop, crystal pickup, separate radio and phono switch, volume control on both radio and phono. List $79.95.

HOWARD

MODEL 4BT battery operated superhet using the new low drain 1.4 volt tubes. May be powered with A-B packs, standard Aircell or A and B batteries. The drain is .25 amp. from the A battery. Economizer provides low "B" drain of 7.5 ma. for ordinary reception, 12.5 ma. drain at maximum power output. Five in. permanent dynamic speaker.

ARVIN

MODEL 6-86 — Built-in beame-scope, phono-graph key, 8 tubes, 3 bands — 540-18,000 kc. 5 watts output, keyboard touch tuning, multivision louvre dial, visual 4-pt. tone fidelity control, automatic band indicator, automatic power switch, cathode-ray tuning indicator, oscillator stabilization circuit, 12 in. dynamic speaker, automatic volume control.

G-E

MODEL 677 UT — Streamlined bakelite cabinet in selection of six colors. 5 tubes, a.c.-d.c. superhet, tunes 540 to 1730 kc. New illuminated finger dial. List $9.95.

WIRELESS RECORD PLAYER — Plays 10 or 12 in. records from any location in the room through radio loudspeaker without wired connection. Plugs into any a.c. electrical outlet. Crystal pickup, self-starting motor.
Typical New Models Catching Public Fancy as Christmas Nears

RCA Victor 12-17 $59.75 F.A.B.
Philco 900 $40
Farnsworth AX-10
Admiral 170-56 $119.95
Stromberg-Carlson 114 FT $69.50 F.A.B.
Stewart-Warner CS-140 $149.95
Motorola 415 $64.95
Fada PI-50 $29.95
Emerson CV-299 $32.95
Sonora TNE-60 $37.95
Westinghouse WR-470
Arvin 88 $39.95

1939
1940
MAJOR EVENTS IN HISTORY

1940

Russia attacks Finland in the so-called "Winter War".
Germany sweeps across Belgium and Holland, forcing France to surrender and England to evacuate its army at Dunkirk.
A survey estimates that 30 million American homes have radios.
President Roosevelt wins an unprecedented 3rd term, defeating Republican Wendell Willkie.
Cincinnati defeats Detroit in the World Series.

TOP MOVIES

South Of The Border
Oh Johnny
When You Wish Upon A Star
In An Old Dutch Garden

TOP PLAYS

My Sister Eileen
There Shall Be No Night
Two On An Island

TOP BOOKS

Native Son
Richard Wright
You Can't Go Home Again
Thomas Wolfe

TOP MUSICALS

DuBarry Was A Lady
Louisiana Purchase

TOP SONGS

I'll Never Smile Again
Blueberry Hill

Glenn Miller
Benny Goodman, the "King of Swing"
CELEBRATING TWO DECADES OF RADIO ACHIEVEMENT

Investigate FADA Radio "The Profitable Line for 1940"

THE RADIO OF TOMORROW—Today!

FADA OFFERS

• QUALITY
With a record of twenty years achievement in the Radio Industry, FADA'S 1940 line makes its bow with radio sets that are unrivaled in TONE PERFORMANCE and STYLING.

• ACCEPTANCE
Several Million Satisfied Customers can't be wrong—FADA owners have been FADA enthusiasts for Twenty Years.

• ADVERTISING and DISPLAYS
FADA presents a series of DISPLAYS that are attractive and practical. Every display was designed with its principal motive in mind, that of SELLING MERCHANDISE and BUILDING CONFIDENCE.

FADA has displays for Window and Interior use. They include a NEON SIGN—beautifully lithographed 3 dimensional Window Display, Price Cards and Counter Cards and a Silent Salesman Display Rack holding 12 to 15 Table Models.

FADA NEWSPAPER ADVERTISING will be continued as always to pave the way for Greater Sales.

FADA ADVERTISING will help you sell more radios and reap greater profits. Twenty years continuous advertising of the FADA name and quality have gathered sufficient momentum to make every bit of Advertising Material produce the maximum results.

FADA RADIos AND ELECTRIC Co.
30-20 Thomson Avenue
LONG ISLAND CITY, NEW YORK

1940 FADA FEATURES

PLAY ANYWHERE PORTABLES
FADA's complete line of self-powered Portables includes Standard and De Luxe Models in broadcast shortwave and with optional models playing alternately on AC or DC Current.

FADA PIONEERS COLOR COMBINATIONS
Bakelite and Plastics in two-color combinations pioneered by FADA styled to delight the eye. NEW GENUINE CATALIN Color Combinations symbolizing the quintessence of latest vogues in color and styling.

PHONOGRAPH CONSOLE COMBINATIONS
from $49.95 and up.
Priced less than standard consoles.
—and a host of other features. But most important, COMPETITIVE LIST PRICES with liberal discounts to enable JOBBERS AND DEALERS to make a PROFIT.

Write for sales brochure.

WORLD RADIO HISTORY
The ideal gift is any Emerson

See and hear these brilliant new additions to the 1940 quality line.

Never before has such style been designed—never before such holiday opportunities! Ask your Emerson distributor for details—ask for full-color wall display of these and other new models.

"3-way" portable

1. Plays on A.C. 2. Plays on D.C. 3. Plays on its own power—anywhere (no plug-in)

Model DJ-310—With Miracle Tone Chamber

$24.95 complete

Model DB-315—Deluxe cabinet with "Re-Flow Miracle Tone Chamber"

Model CG-315—Deluxe cabinet with "Re-Flow Miracle Tone Chamber"

Model CV-315—With Miracle Tone Chamber

Deluxe Model CV-316—With "Miracle Tone Chamber"

EMERSON RADIO AND PHONOGRAPH CORPORATION... NEW YORK, N.Y.

World's largest maker of small radios

1940
The BEST Radios

1940
MONEY Can BUY*

DEMAND WILL ALWAYS BE HEAVIEST for low and middle-range merchandise but industry "pulls itself down by its own bootstraps" when it consistently fails to effectively promote top quality.

1940
For your Big-set—Big-volume—Big-profit business—

The Finest Consoles in RCA Victor History!

RCA VICTOR PRESIDENTIAL MODEL 140K
Antique new "Overseas Dial" with 141-meter spread band.... 10 RCA Victor Preferred Type Tubes... Stabilized Electric Tuning & station... American and Foreign Receptivity... Inside... Radio-Frequency Amplification... Built-in Magic Loop Antenna... Separate Built-in Antenna for Short Waves... Parallel-Fold Pull Audio System... 12" Electro-Dynamic Speaker.

RCA VICTOR MODEL 19K
9 RCA Victor Preferred Type Tubes... Stabilized Electric Tuning & station... American and Foreign Receptivity... Bands... Built-in Magic Loop Antenna... Separate Built-in Antenna for Short Waves... Radio-Frequency Amplification... Push-Pull Audio System... 12" Electro-Dynamic Speaker.

RCA Victor
RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

If your customers go for beauty plus value— you've got a great year ahead! For in these brilliant new 1941 RCA Victor console radios, you've got the fastest-selling profit-getters that ever gladdened a dealer's heart!

We spent thousands of hours to make them planned super-values! RCA Victor research men and engineers incorporated in them brilliant new features for finer performance and richer tone. RCA Victor craftsmen created and discarded scores of designs before selecting the superb cabinet that set new standards of beauty.

The results are the finest "sales naturals" you've ever offered the public. Get behind them and push—and get in business for your wealth!

P.S. Remember, these are but two of the profit-pullers in the great 1941 RCA Victor line! Better check into the "Little Nipper" sales picture, too— it's the brightest spot in years!

For finer radio performance
RCA Victor Preferred Type Tubes
NEW ARVIN
PUSH BUTTON

Model 80 . . . . $29.95 list

NEW ARVIN Radio-Phonograph
AC Model 80 . . . . $39.95 list

NEW ARVIN Push Button
AND DIAL TUNING
AC Model 70 . . . . $29.95 list

NEW ARVIN Plastic
MODERN STYLING
ATTRACTION PRICES
BEAUTIFUL RECEPTION

SEE THESE NEW ADDITIONS
TO THE COMPLETE LINE OF
ARVIN
RADIOS

- These new Arvins are fine radios—quality sets in every detail of appearance and performance. They are not to be confused with the many midget radios on the market today.

- Five models, including the radio-phonograph, meet the demand of thousands of users—giving you the saler appeal of push button tuning, dial tuning or a combination of both in table radios.

- You can sell these new Arvins in volume—they're so reasonably priced.

- The modernistic gold foil display, shown above, with the new plastic Arvins is a honey of a merchandiser. This window-counter display catches the eye—and really glorifies the new streamlined sets. The display is free with an order for any three table radios. Ask your jobber. Noblit-Sparlis Industries, Inc., Columbus, Indiana.
The tremendous public acceptance of the Farnsworth Line last Fall was not a matter of chance.

For the Farnsworth organization had been picked from the leading executives of the entire radio industry. Years of experience backed their judgment in anticipating markets...in creating the Farnsworth Line...and in developing a sound merchandising program to move it.

Farnsworth Radios were winners...outstanding buys in the radio business.

*Forward with Farnsworth in '40*

Today, Farnsworth is far in front again...anticipating public taste at the strategic moment by adding new models to its comprehensive line. A number of these smart new models...together with proven sellers of the past season...are shown here. Look them all over. They're going to move fast because they're what your customers want.

They follow the Farnsworth policy of working from the dealer's point of view...giving him new merchandise at the strategic time when he can use it...and putting more dealer profit back into the radio business. See your Farnsworth distributor immediately. Get the details of the profitable Farnsworth program for the months ahead.

Farnsworth Television & Radio Corporation, Fort Wayne and Marion, Indiana

*Farnsworth Also Leads in the Combination Field*

Model AK-28: This handsome radio-phonograph combination proved to be the hit of the season. Priced at $149.95, the AK-28 is a combination that combines beauty and practicality. It has a double-tune dial, a built-in phonograph, and a built-in radio. It is the perfect choice for anyone looking for a reliable and stylish combination radio-phonograph.

Model AK-38: Another "hot" model in the Farnsworth line is the AK-38. This combination has a handsome cabinet with a beautiful design, and it is equipped with a built-in phonograph and a built-in radio. Priced at $199.95, the AK-38 is a top-of-the-line combination radio-phonograph that is sure to please everyone.

Model AK-58: This combination model is a top-of-the-line radio-phonograph. It is designed for those who appreciate high-quality sound and style. Priced at $299.95, the AK-58 is a combination that is sure to make a statement in any room.

Farnsworth 1940
Anticipates Popular Demand

It's still the greatest value in radio. Model AC-70 has proved it's the best bargain in the business. Here's a real traffic producer . . . priced to compete with anything on the market in its class. Read over the features that make it a lot of radio for the money: A distinguished cabinet, 8 tubes, 3 wave bands, Flo-Lite dial. Shielded rotatable Bilt-in-Tenna, Automatic volume control, 12-inch electro-dynamic speaker. Phonograph and television-sound connections . . . all at a price that says "Buy me."

Model B-358 is in tune with the times—a new note in cabinet design, packed with appeal that makes it the show spot in any lineup of radios. 6 tubes, 3 bands, Automatic volume control. Continuously variable tone control. Shielded rotatable Bilt-in-Tenna, 12-inch electro-dynamic speaker. Phonograph and television connections. See it, hear it, and you'll sell it.


1940
ARVIN Radios

5 FAST MOVERS
FINE PERFORMERS
LOW PRICES
BIG VALUES

MODEL 802 $24.95
Battery Electric. Portable complete with batteries, built-in loop antenna and 3 working tubes. A sturdy, dependable portable for outdoor or indoor use. Operates on self-contained batteries or 110 volt AC or DC current. One set of batteries, furnished, provides 240 to 350 operating hours. Plenty of sales appeal in this set.

MODEL 702 $24.95
4-Tube AC-DC Superhet with push button dial tuning. Beautiful wood and metal, built-in loop antenna. High selectivity and tube selectivity provide wide range performance.永世 magnetic 8-inch speaker for fine tone and voice reproduction. A radio value seldom seen at this price.

MODEL 402A $6.95
The Little Ghost of Radio Land, with smart new styling and 3 tubes. Unbreakable cabinet. Choice of Ivory or Walnut model 402A, 10-inch antenna attached, small enough to keep away in a glove, powerful enough to do an almost unbelievable job. A rapid fire seller.

MODEL 602A $18.95
5-Tube AC-DC Superhet with built-in loop antenna and convenient carrying handle. Plastic cabinet in Ivory or Walnut model 602A at $16.95. Variable tone control. A powerful, fine performing set.

MODEL 502 $9.95

NEW 1940 MODELS—DEPENDABLE, BIG-VALUE SETS—FROM A REPUTABLE MAKER

Two new ARVIN Car Radios for 1940 meet every important check. They strike single note, offer easy usability, broadcast quality,-resonating strength, and attractive personality. An unbreakable cabinet. 30-foot range attachment, small but mighty. Outperforms many radios that sell at twice its price. All ARVIN Car Radios deliver broadcast quality, resonating strength, and easy usability.

MODEL 802 $14.95
MODEL 902 $17.95

1940
Introducing A NEW KIND OF RADIO

Emerson

HIGH FIDELITY . . . 20 WATTS OUTPUT

Model 365

IN A DE LUXE TABLE MODEL

The Radio Grand $59.95

ONLY golden words can describe the breath-taking tone—its matchless beauty—its all-embracing performance . . . Here, for the first time in a table model, is ACTUAL High Fidelity with perfect "5-dimensional" tone, from a whisper to a completely fulfilling reception of a symphony . . . Here is reproduction for which a true music-hungry public has long been waiting . . . 20 watts output—four to eight times the power output of average radio. It remained for EMERSON to create and to price this masterpiece within buying reach of thousands.

8-Tubes plus Electron-Ray tuning . . . 20 watts Push-Pull


77 New 1941 Emersons . . . $9.95 to $199.95

Ask your Emerson distributor for descriptions, prices, discounts, and local and national promotion of the complete new 1941 Emerson line. See HOW AND WHY Emerson dealers are again piling up new sales "highs."

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK, N.Y.

World's Largest Maker of Home Radio

1940
Model 91-1117—Here, at the price of many 7 or 8-tube consoles, is one with 11 latest tubes and no dummies, motor-driven 8-station Magic Keyboard tuner, with automatic band-spread, new roller-type 3-band Magic Dial, push-pull electron beam power amplifier, 11 tuned circuits, code filter, shadow beam tuner, A.V.C., 4-position tone control, full 12-inch dynamic speaker. Available with remote control. The outstanding value in radio today.

Nodal 91-511 and 97-521—Attractive, richly grained walnut veneer cabinet, rounded end and louver-type grill, supplied either with 5-tube AC superheterodyne or superheterodyne chassis for AC-DC, using 6 tubes including ballast, A.V.C., tone control, and 4-station Magic Keyboard tuner.

Model 91-531—This upright design with wrap-over top curve, in costly ripple-grain walnut veneer, houses a 5-tube, 2-band chassis covering 540-1725 kc. and 5400-15,400 kc. 11 tuned circuits, illuminated Magic Dial, A.V.C., push-button tone control and band switch, and 8-station Magic Keyboard tuner.

Model 91-514 and 97-524—This decidedly modern cabinet in black and rippled ivory is available with choice of two chassis—5-tube AC or AC-DC with 6 tubes including ballast, A.V.C., tone control, and 4-station Magic Keyboard tuner. Full 5-inch dynamic speaker.

Model 91-513—An absolutely new idea in cabinets, the first table model designed for a place in the middle of the room. Beautifully finished on all sides and houses high-quality superheterodyne 5-tube chassis with A.V.C., tone control, dynamic speaker and 4-station Magic Keyboard tuner.

Model 91-821—A real go-getter for those who want more than the minimum—but yet want to save. A beautifully made cabinet with tone-diffusing louvres, housing a 6-tube chassis with shadow beam tuner, 5-station Magic Keyboard, with Herculoy Duo-tuning Units, push-button tone and band switch, built-in code filter, A.V.C., Magic Dial covering 540-1725 and 540-15,400 kc., full 6-inch dynamic speaker.

Model 91-811 and 97-521—Attractive, richly grained walnut veneer cabinet, rounded end and louver-type grill, supplied either with 5-tube AC superheterodyne or superheterodyne chassis for AC-DC, using 6 tubes including ballast, with tone control, automatic volume control and 4-station Magic Keyboard tuner.

Model 91-621—A real go-getter for those who want more than the minimum—but yet want to save. A beautifully made cabinet with tone-diffusing louvres, housing a 6-tube chassis with shadow beam tuner, 5-station Magic Keyboard, with Herculoy Duo-tuning Units, push-button tone and band switch, built-in code filter, A.V.C., Magic Dial covering 540-1725 and 540-15,400 kc., full 6-inch dynamic speaker.

STEWART-WARNER
KEYBOARD RADIOS

1940
Really Different
...Because
There's a Profit
in Them for You

MODEL 01-447
A big, rich-looking radio that sets a new high in style, quality performance—
100,000-watt power with 12 tubes, crystal grid. Magic Keyboard, automatic tuning, A.F.C., automatic
head-coupling, 2-way tone control, built-in live antenna, full 10" speakers, television sound channel, record

MODEL 01-417
Two-way speaker (for broadcast and record), fully automatic tuning, A.F.C., automatic
head-coupling, 2-way tone control, built-in live antenna, full 10" speakers, television sound channel, record
player connections. Price—$1000

MODEL 01-427
A smooth-sounding radio, phonograph is a rich combination. Sharp-tuned, 100,000-watt
power with 12 tubes, crystal grid. Magic Keyboard, automatic tuning, A.F.C., automatic head-coupling,
2-way tone control, built-in live antenna, full 10" speakers, television sound channel, phonograph connections.
Price—$1794

MODEL 01-429
A smooth-sounding radio, phonograph is a rich combination. Sharp-tuned, 100,000-watt
power with 12 tubes, crystal grid. Magic Keyboard, automatic tuning, A.F.C., automatic head-coupling,
2-way tone control, built-in live antenna, full 10" speakers, television sound channel, phonograph connections.
Price—$1794

NEW!
THE "MAGICIAN"
A new radio with a built-in record changer, phonograph for joining in on your favorite records. Sharp-tuned,
100,000-watt power with 12 tubes, crystal grid. Magic Keyboard, automatic tuning, A.F.C., automatic head-coupling,
2-way tone control, built-in live antenna, full 10" speakers, television sound channel, phonograph connections.
Price—$1794

1940
NEW R. F. CIRCUIT INCREASES SENSITIVITY SEVEN-FOLD

THESE SHORT WAVE RADIOS GUARANTEE FOREIGN RECEPTION

ADMIRAL RADIOS SET THE VOGUE IN DELUXE WOOD CABINETS

SENSATIONAL ADMIRAL VALUES!

SINGLE BAND
ADMIRAL RADIOS $9.95
(540-1730 K.C.) .....

TWO BAND
ADMIRAL RADIOS $12.95
540-1730 (Broadcast) and
5.65-7.7 Megas (gets all
the 10-31-49 Meter Foreign
Reception) ....

CONTINENTAL RADIO & TELEVISION CORP.
3800 W. Cortland St., Chicago, Ill.
Export Office: 116 Broad St., New York, N.Y.

1940
MODEL LFC-1128 with FM

MODEL LFC-1118 with FM

MODEL LF-115 with FM

MODEL L-115

TODAY SMART SALESMEN
SAY:
'MAKE YOUR 'BLACK-OUT' ROOM
A LISTENING POST WITH A
G.E. PORTABLE... IT PLAYS EVEN
IF THE HOUSE CURRENT FAILS'

1940
Sonora

Presents

the "Clear as a Bell Line"

for 1940!

A COMPLETE LINE... 41 MODELS... "TEENY-WEENYS"... COMPACTS... MANTEL TYPES...

PLASTICS... CONSOLES... PORTABLES... AUTO SETS... PHONO COMBINATIONS...

COMPLETE ELECTRIC PHONOGRAPHS AND PLAYERS...

$7.99 to $99.50 LIST...

Sonora is "all there" for 1940... Sonora has the "edge" on Class, on Price, on Sales... Appeal --- on famous "Clear as a Bell" Tone Quality... You've never seen such a complete and beautifully balanced line... "Designed for Selling, right from the smallest "Teeny-Weeny" to the most luxurious 12-Tube console model... Sonora for 1940 is right at the way down the line --- right in engineering, in styling, in beauty of tone --- right-priced, too, for today's market... And there's the twenty-five year-respected reputation and prestige of a great name backed by this winning name that made Sona... And to top it all, here's the Sonora Jobber Policy... you'll find it brings you the outstanding radio profit opportunity for 1940!

See the Sonora Line at the Show --- On Display at The Blackstone Hotel!

A FAMOUS NAME

A COMPLETE JOBBER POLICY

A GREAT "PACKAGE PLAN"

MODEL TT-44, A 1940 SONORA Smash Hit! An A.C. Superhet with "Umph!" Tunes 1270 to 535 K.C. Presented in an entirely new type of Walnut Table model cabinet of rare and appealing artistry. Features: "Sonoroscope" --- no aerial, no ground required, 5" Electro-dynamic Speaker, effortless 5" stroke... New Automatic Tuning, 2-Watt Output, new 1-piece Tenacious Muntainment and dial crystal, 5 1/2 x 4 1/2". Seen and described. 5 1/2 x 11 1/2 x 7 1/2". A 1940 SONORA Sensation!

MODEL TT-53, A 1940 SONORA Smack Hit! An A.C. Superhet with "Umph!" Tunes 1270 to 535 K.C. Presented in an entirely new type of Walnut Table model cabinet of rare and appealing artistry. Features: "Sonoroscope" --- no aerial, no ground required, 2" Electro-dynamic Speaker, effortless 5" stroke... New Automatic Tuning, 2-Watt Output, new 1-piece Tenacious Muntainment and dial crystal, 5 1/2 x 4 1/2". Seen and described. 5 1/2 x 11 1/2 x 7 1/2". A 1940 SONORA Sensation!
The 1940 farm radios breathe new life to the rural radio market, ruling out those old sales resistance headaches.

**Old Headaches Gone**

According to one manufacturer, with something like 4 to 4.5 million farm homes still without electrification, the recent improvement in battery sets should bring new pleasures in radio entertainment to thousands of rural homes. Also, with the benefit of the new sets there is a big potential replacement market for the millions of old battery units now in use in undeveloped districts.

One company reports that its total sales of farm radios for the first three months of 1940 surpass those of any previous year in the history of the company. A battery manufacturer shows impressive figures on actual sales and estimated figures for radio storage and dry batteries for 1940. It advises on a new 2 volt radio "A" type, a low-drain battery with self-discharge virtually eliminated. This battery it is said, will operate the average radio receiver 6 months to a year or even longer.

Every farmer and rural dweller needs a radio set. The farmer's business is tied in with radio, the crop and weather reports are aimed directly at him and in order to get these reports quickly he must own a good radio.

The 1940 line of rural radios is the answer to greater sales in this field.
"DESIGNED FOR SELLING"

Sturdy!

Durable!

Colorful!

Built to Last!

Special reinforcements give it the strength of wood at prices amazingly low. Watch sales leap—Note the growing interest in your product.

LET US HELP YOU WITH YOUR DISPLAY PROBLEMS

GRAND-CITY CONTAINER CORP.

Dept. "R", 622 West 57th Street, New York City

Radios

TREND considered most constructive is return to t.r.f. stages, other proven performance features, by more manufacturers in more models. Conveniences retained but less frequently at expense of basic quality. Phone and recorder combinations headlined among large instruments, many with automatic changers. Straight consoles up in appearance, performance, price. Compacts no smaller, no cheaper. Portables thinner, in wider variety of finishes, often three-way with supply switching on front.
PHILCO

MODEL J.1109—Automatic phonograph combine. Non-console in gentile, mahogany features: eight-ounce, tuned, back-up, and preceding records. Provides for immediate drop-in and playing. Standard records. Equipped with pedestal receiver. 3 teetns. Provides for frequency selection on call. Top left drawer contains phonograph compartment. Standard, 14" x 18" x 11", and equipped with lockable record holder atop drawer. Features standard receiver and 14" x 18" x 11". Equipped with pedestal receiver. 3 teetns. Provides for frequency selection on call. Top left drawer contains phonograph compartment. Standard, 14" x 18" x 11", and equipped with lockable record holder atop drawer. Features standard receiver and 14" x 18" x 11".

WESTINGHOUSE

S-201—Portable phonograph, two-band model, for 8" and 10" records. Provides for frequency selection on call. Top left drawer contains phonograph compartment. Standard, 14" x 18" x 11", and equipped with lockable record holder atop drawer. Features standard receiver and 14" x 18" x 11".

BRUNSWICK

CONSOLE—Model W-320 is a console. Provides for frequency selection on call. Top left drawer contains phonograph compartment. Standard, 14" x 18" x 11", and equipped with lockable record holder atop drawer. Features standard receiver and 14" x 18" x 11".

FADA

PORTABLE—Model P-520 is a portable, compact design. Features simplicity and a large, powerful speaker. Equipped with lockable record holder. Standard, 14" x 18" x 11", and equipped with lockable record holder atop drawer. Features standard receiver and 14" x 18" x 11".

1940
New Products

CONCERT GRAND

PORT-O-MATIC

CONSOLES—The Deluxe line, includes combining the radio-phonograph models DP7 and DP8 both available in the Sheraton design cabinet made of walnut from a combination of blond mahogany. The DP7 model employs 8 tubes and a dual-band unit. The DP8 uses 10 tubes with three bands. Both have 6GK7 speakers and automatically record changers. Console model by Howard-Warter Corp., Chicago Ill.

HOWARD

MOTOROLA

PORTABLE—Television models, but not Two Band superhet. One is Model 287 having a 15-Inch screen and two sets switch on the apparatus, both in color when the cabinet is tilted. Magic indicator for length of picture. Price $10,000. New York, N. Y.

ANDREA

PORTABLE RECORDS—Model RG 3H has five tubes, single case design. Utilizes ADR visual recording indicator and a 12-inch speaker. Price $50. Model RG 4H standard records with center closed. Model RG 5H standard records with center closed. Model RX 5H has a choice of speaker or ribbons. Garfin Amplifier can be fed to speaker for small P.A. for $37.95. Andrea Radio Corp., 4017 W. 46th Ave., Woodside, L. I., N. Y.

PERSONAL RADIOS—A new camera size portable radio housed in a black molded case, 3 1/2 x 3 1/2 x 3 1/2 inches and weighs 4 lbs. Uses 3 batteries and contains 6 miniature tubes. Comes equipped with long strap for over-the-shoulder wearing. 1286 patterns with batteries.

1940
CONSOLE COMBINATIONS LIKE THESE, already electrifying the winter market, may be key to higher 1940 unit sales.

YARNWORTH

PHILCO

STROMBERG-CARLSON

STEWART-WARNER

FARNSWORTH

RCA VICTOR

EMERSON

MAJESTIC

FADA

ANSLEY

HOWARD

1940
...or Roll Your Own

- Sentinel
- Pilot
- Stewart
- Farnsworth
- Automatic
- General
- Admiral
- Wurlitzer
- Raytheon
- Emerson
- Crosley
- Belsmont

1940
MAJOR EVENTS IN HISTORY

1941

Roosevelt and Churchill agree to Atlantic Charter at a secret meeting off Newfoundland.

President Roosevelt signs the Selective Service Act Extension.

In a surprise move, Germany attacks Russia.

U.S. destroyer Reuben James is sunk by a German submarine, 100 lives are lost.

Penicillin is first used successfully.

Japan attacks the United States at Pearl Harbor. The United States is now at war with Germany, Italy and Japan.

TOP MOVIES

How Green Was My Valley
The Great Lie
Citizen Kane
The Maltese Falcon
Sergeant York

TOP SONGS

Let's Remember
Pearl Harbor

TOP PLAYS

Watch On The Rhine
Claudia

TOP BOOKS

H.M. Pulham, Esq.
John Marquand

Black Lamb & Grey Falcon
Rebecca West

New Year Letter
W. H. Auden

The President reading the joint resolution by both houses of Congress declaring that a state of war exists with Germany and Italy, December 11, 1941

United Press International
ONLY ZENITH HAS THIS!

Extraordinary List
OF SUPERIOR
FREQUENCY MODULATION
FEATURES

2. Zenith High Frequency Diffusing Deflector. Antennas high
   frequency diffusion all over the room.
3. Two High Gain, Intermediate Frequency Stages inside
   service window always exposed.
4. Zenith Triple Built-In Antenna Equipment—antenna select
   switch, two FM, one AM, standard broadcast and
   short wave.
5. Zenith Double Limiter—double check on sideband.
6. Zenith Between Stations Silence—quickest response between
   stations.
7. Zenith Discriminator—no gummy switches. Less F.M. out
   gives absolutely trouble-free tuned.
8. Zenith Special Pan-tonamic High Fidelity Speakers—made
   to reproduce as many as 500 tones in high fidelity.
9. Zenith Special Television Tubes—five hundred percent
   greater sensitivity than usual tubes.
10. Greater Sensitivity—equal to F.M. or Lesser of all. Sensitivity
    tubes.
11. Tuned Circuits—Temperature and Humidity Compensated.
12. Zenith Cylinder Construction F.M. Manual Tuning—enter
    the standard. Approved automatic and manual F.M. tuned.
13. All F.M. Parts Spring and Rubber Mounted.
    Radiogram and others of other Radio Kopf. Sensitivity
    tuner.
15. Exclusive Radiogram Tone Color Control.

ZENITH SUPERIORITY BASED ON F.M.
BROADCAST AND RECEIVER RESEARCH

Zenith has pioneered FM Broadcasting in the Chicago area.
For well over a year the Zenith FM transmitter has been on the
air daily, permitting exhaustive research and experimentation
in all phases of FM transmission and reception. All the good
things derived from this intensive groundwork are yours in the
new Zenith FM-AM receivers.

SEE YOUR ZENITH DISTRIBUTOR TODAY!

1941
A NEW ALL-TIME HIGH

41,923

NEW 1941 SETS

SHIPPED IN 1 DAY!

53 CARLOADS...positive proof that Emerson for
1941 has what every dealer needs for big business.

MINIMUM DISCOUNT
ON ALL MODELS

EMERSON QUALITY TUBES. Factory made.
Mechanically and electrically perfect. De-
dsigned to improve radio reception from basic
standpoints of sensitivity, selectivity and tone.

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EMERSON RADIO AND PHONOGRAPH CORPORATION • 111 Eighth Avenue, New York, N. Y.
for 1941
with Miracle Tone

77 GREAT MODELS

The greatest line-up in radio history...
DEALER advantages never before offered
the biggest national and cooperative campaign ever—EMERSON is YOUR best proposition for 1940-41! Get ALL of the facts from your EMERSON distributor now.

NEW 1941 FEATURE!

SUPER-LOOP

FOR GREATER SENSITIVITY AND PORTABILITY

No Outside Wires—Plug In And Play

Model 380—“PERSONAL” PORTABLE...
Pocket-size weights less than 3 pounds!
Amazing power and sensitivity.
Unique power supply
Batteries power switch increases life threefold.
6 Tubes, 6" Speaker.
$19.95 complete.

Model 381. “3-WAY” PORTABLE—
plays on own power and AC or DC.
6 Tubes, 6" Speaker. Sonically sealed Arachsh Cabinet. $29.95 complete.

Model 382. PORTABLE PHONORADIO.
Super-Loop, Beam Power Output. Self-Staring Constant Speed Motor. Plays 12" records with lid closed. $29.95

Model 383. PHONORADIO, Super-Loop.
Beam Power Output. 8" P.M. Speaker. De-Luxe Walnut Cabinet. Plays 12" records with lid closed. $49.95

EMERSON RADIO AND PHONOGRAPH CORPORATION • 111 Eighth Avenue, New York, N. Y.
AGAIN MORE NEW MODELS BY

EVERY MODEL
A STAR PERFORMER
BRILLIANTLY STYLED
NEW PLASTICS — NEW WOODS

New Farnsworths Bristle with Sales Opportunities

Keep ahead of the 1942 parade with Farnsworth. Remember, just recently Farnsworth offered two new 1942 portables that made dealers cash registers develop hot boxes. Next came three new battery-operated table models. Now, ahead of the growing procession comes eight brand-new 5 tube and 6 tube AC-DC table models. Beauties! Mahogany and Ivory plastics, and also lustrous wood cabinets. Quality, variety, style, band spread tuning and vastly improved performance... at prices to fit every customer’s budget.

Customers will be looking for these new sales-winners at their Farnsworth dealers. With radio interest at an all-time peak, now is the time to cash in with the newest in radios. Call up your distributor today — or wire, write or telephone Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

FARNSWORTH
MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPENARY, THE CAPENARY-PANAMEUR AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

1941
BRILLIANT, SALES-STIMULATING 1941 MODELS . . . FINEST LINE IN DEWALD'S 20 YEARS OF PROGRESS! These are but a few models in the widely varied, star-studded 1941 DeWald line. For faster turnover, bigger profits, more repeat business with more satisfied customers . . .

STOCK, FEATURE, PUSH DEWALD RADIOS AND COMBINATIONS!

"SUPER SIX" RADIO-PHONO COMBINATION
New, smart-looking, top grade performance. Expensive features at a low price!
MODEL NO. 669
LIST: $34.95

3-WAY PORTABLE
Versatile, compact, splendid new, streamlined hogshead construction.
MODEL NO. 545
LIST: $24.95

THE DEWALD "JEWEL"
5 supremely gorgeous superhet receivers in jewel-like cabin cabinets that resemble precious stones . . . and have as much appeal! Real value; remarkable reception.
MODEL NO. 542
LIST: $19.95

DELUXE AC 3-BAND RECEIVER
7 high-efficiency tubes; band-spread tuning; tuned RF stages on all bands. REAL VALUE!
MODEL NO. 708 . . . . . . . LIST: $39.95

3-BAND, AC-DC SUPERHET RECEIVER
Remarkable value! Full band spread tuning; tuned RF stages on all bands. Striking design.
MODEL NO. 670
LIST: $33.50

"COMPANIONETTE" PERSONALIZED RADIO
Perfect performance; beautiful and serviceable; smart simulated cowhide case with saddle stitching.
MODEL NO. 564 . . . . . LIST: $19.95

Write TODAY for catalog and full details.
Sonora - ALL SET FOR '41!

The SONORA is all set for '41 with a COMPLETE line of modern equipment! Write for COMPLETE details, information on new features, and a host of exciting bargains! You can't buy quality—at any price, quality! You can't buy modern styling—at any price, modern styling! You can't buy leadership in home entertainment—except for the highest possible quality and modern styling! SONORA sets are built for DEPENDABILITY. They are the best-selling answer for today's market. SONORA for '41! Excited by the most remarkable Jobber Posting in radio a Radio & Bells Opportunity this year!

* * *

JOBBERS: WRITE FOR COMPLETE DETAILS...

Send for SONORA's impressive 1941 Sales Circular—Laminated—That Highlights and Describes the 1941 Clear as a Bell complete home entertainment line. And write for the new SONORA circular describing the only substantial Jobber Plan for Profitable Radio Selling. No significant modifications in radio merchandising.

SONORA RADIO & TELEVISION CORP.
2626 Washington Blvd.
Chicago, Illinois
This season General Electric Radio dealers will share in a bumper crop of Christmas sales.

G-E MEANS BUSINESS! Here's convincing proof. A gigantic concentrated barrage of G-E Christmas advertising in ten leading magazines will reach 33,500,000 readers. Every ad in full color—smashing 4-color spreads—sales-compelling 4-color pages. Can you afford—not any radio dealer afford not to line up—and stock up—with G-E Radio, NOW!

Get in touch with your G-E Radio distributor without delay.

GENERAL ELECTRIC RADIO
TODAY SMART SALESMAH SAY:

"THE RADIO THAT MAKES IT FUN TO STAY AT HOME AND SAVE YOUR MONEY"
Thousands of dealers have taken on Arvins to supplement their other lines. Why? Because low list prices, good discounts, exceptional performance and eye-appeal all contribute to fast turnover and attractive net profits on Arvins.

Arvins are going big. There are 16 hit numbers in the 1941 line—backed by a responsible company that sold hundreds of thousands of radios last year. Arvins are quickly obtained from conveniently located jobbers who co-operate with dealers in merchandising these fast-selling radios.

ARVIN - The Fast-selling Low-priced Line Every Dealer Needs

1941
THE BIGGEST NEWS in radio this year is written on the Stewart-Warner discount sheet!

Of course the models are hot. Of course they have the novelty to catch a prospect's eye—the quality and value to clinch the sale. They're radio's biggest dollar's worth for 1940—and yet that's the least of the story.

Because from top to bottom of the line, Stewart-Warner has included a hidden feature others have left out. And that's a worthwhile gross for you!

So why let anyone take the difference out of your pocket to get their prices down—when you can sell even the lowest-priced Stewart-Warner and pocket an honest profit for doing it?

Again Stewart-Warner sets the pace in plastics

You've seen one sweep after another come from Stewart-Warner designers. Here are some of the new models that combine utterly new sales appeal with an honest profit for the dealer.

Model 07-5130
Exclusive with Stewart-Warner! Diana Q. Girls Radios

Model 07-5120
The Quicks in efficient power also descaps the top of this keyboard's super hot, A.C. performance, and enables a beam power audio system. Price...

Air Pal
The Mighty Slim Oil Radio! Actually smaller than a phone. Comes from your pocket in the palm of your hand—on each side of an interesting bag bag. Operates on A.C. or D.C. and includes a power audio system. Price...

Ready for your market when television hits

Model 1-1210
A 26-tube sound and television receiver with 12-inch tube. And viewing mirror and cabinet top. High-level tube receiver. Magic Keyboard automatic tuning of both television and regular broadcast. An outstanding receiver ready for your market when television comes. Price...

1941
CHAIRSIDE Convenience

STYLE appears to be a potent weapon in the hands of dealers today, as we seek ever more components for popular lines. The volume than the consumer demands for beautiful design but dollars, as well.

What appears to be a very important factor in the demand for "chairside" models among manufacturers is also a dage of cost. Most dealers find it moderately by the use of automatic record-players solaria ranging the public.

Typical chairside radio-phonograph combinations will handle discs with remarkable new features. (1) Stronsberg's "Westchester." has seven tubes. A shortwave is as well as a portable, and manually handles up to 12 records, has storage space for albums, lists at $125 fob factory. (2) RCA's "K" model available in a period cabinet as well as the modern style finished, uses 5 tubes, automatically plays up to 60 discs.

The Crotrey Corp., Cincinnati, Ohio, are using 10 tubes, automatically handles up to 12 records, has storage space for albums, lists at $125 fob factory. (3) Strauss's "S" model available in a period cabinet as well as the modern style finished, uses 5 tubes, automatically plays up to 60 discs.

Many manufacturers think they will.

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Many manufacturers think they will.
Big "SURPRISE PACKAGE"

NEVER BEFORE A TWO BAND TV AT THIS SENSATIONAL

$9.95

5 TUBE AC-DC with AEROSCOPE

Model 44-J5 Ebony Plastic
Model 45-J5 Ivory Finish

1941
Tops Admiral '41 Line!

And Plastic Full Price!!

West, South and Rural $12.95

Equipped with R.C.A. Preferred Type Tubes

See Your Jobber for Full Details

BENTHAL RADIO & TELEVISION CORP.
3000 W. CORTLAND STREET, CHICAGO, ILL.

Export Office: 116 Broad Street, N.Y.

1941
**Products**

**WESTINGHOUSE**

The Portable radio, "Compact" series, with 24-inch speaker tube, 3 tubes on line power, and 3 tubes on battery. Features: Easy tuning, automatic channel selection, tuning range 500 to 1720 kc, color brown and ivory plastic, speaker tubes, 1.25 x 1.25 x 1.25 inches, price $36.00.

**SENTINEL**

Table-type radio, model 2201, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**EMERSON**

3-Way Portable radio, model 422, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**ELECTROMATIC**

Table-type radio, model 224, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**DETROLA**

3-Way Portable radio, model 381, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**EMERSON**

Phonograph, model 425, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**CROSLEY**

Recordola, model 392, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**HOPRANT**

Combination radio, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**MITCHELL**

Lamp-radio combination, new Raymond model, in ivory plastic, 3 tubes in series, with battery, 3 tubes in series, with radio card, price $16.00.

**1941**
MOTOROLA CONTROL COMBINATION (1941)...

EMERSON...

G-E TABLE TYPE radio, model 1296, a table model supported on a wooden stand with its speaker section on top and incorporating a specially designed record changer. Radio and turntable are built into a single cabinet. Radiant...

EMERSON TABLE TOP PHONOGRAPH...New York, N.Y.

G-E CONSOLE, model LRA, a single receiver, built into a cabinet with record changer, record player, and automatic tone arm. Features include built-in headamp antenna, long and short wave receivers, hidden controls, a playing speed changer, and 6 watt lower octave speaker. General Electric Co., Bridgeport, Conn.

MOTOROLA CONTROL COMBINATION (1941)...

ADMIRAL CONTROL CONSOLE COMBINATION (1941)...

ADMIRAL Compact, model 10086, a portable radio...New York, N.Y.

ADMIRAL Automatic record changer...

ADMIRAL Automatic record changer...

ADMIRAL Automatic record changer...

World Radio History
Products...

**PILOT TP-32**
- Model TP-32 combines phonograph and radio in a single unit.
- Equipped with automatic tone selector, phonograph, and radio sections.
- Includes 9-inch cone speaker and 8-inch transformer.
- Available at $39.95.

**RADIOLA 515**
- Large chassis model with a 12-inch cone speaker.
- Equipped with built-in light lamp for night listening.
- Features a 10-tube amplituner and 8-tube amplituner for FM reception.
- Available at $79.95.

**FREED-EISEMANN**
- Combination phonograph and radio with a 9-inch cone speaker.
- Includes automatic tone selector and built-in light lamp.
- Available at $59.95.

**SENTINEL 238 V**
- Model 238 is a single-tube valve radio with a 9-inch cone speaker.
- Features automatic tone selector, built-in light lamp, and auto-tuning circuit.
- Available at $39.95.

**PHILCO 844 T**
- Single tube, single band model with a 9-inch cone speaker.
- Equipped with automatic tone selector and built-in light lamp.
- Available at $29.95.

**WESTINGHOUSE WR 121 F**
- Model WR 121 F combines phonograph and radio in a single unit.
- Features automatic tone selector, built-in light lamp, and auto-tuning circuit.
- Available at $79.95.

**HOWARD 780**
- Single tube, single band model with a 9-inch cone speaker.
- Equipped with automatic tone selector and built-in light lamp.
- Available at $39.95.

**PHILCO 625-P**
- Five-tube, two band model with a 9-inch cone speaker.
- Equipped with automatic tone selector, built-in light lamp, and auto-tuning circuit.
- Available at $69.95.

**FARNSWORTH BK 87**
- Five-tube, two band model with a 10-inch cone speaker.
- Equipped with automatic tone selector, built-in light lamp, and auto-tuning circuit.
- Available at $79.95.

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1941

World Radio History
CHRISTMAS Gifts Preferred

SETCHELL CARLSON

STROMBERG-CARLSON

HOWARD 718 C

FARNSWORTH CT 59

CROSLEY 3366

STROMBERG-CARLSON 600 H

CROSLEY 3366

ADIMIRAL 102

RCA COMPACT TABLE COMBINATION

NEW

PORTABLE combination radio, phone, and phonograph, is made of construction that it is especially adapted for portable use. It is finished with a round-point glass back, and it is small in size, being about 10 inches high, and less than 8 inches deep. Halfway between the camera and the larger ladies' jewelry, operates on AC or battery.

ADMIRAL 102, RECORD CABINET, a deluxe style, has room for eight record albums and is designed to harmonize with Admiral's table-type radio combinations. Comes complete with a 10-inch phonograph turntable and floor 10-inch album. Continental Radio and Tele, Corp., 3100 Corland St., Chicago, Ill.

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SPECIAL FEATURE: Automatic record changer plays the entire record, but the operator to reject any record of a series after it has begun to play. Radio has a tubes including rectifier, and 10-inch speaker. General Electric Co., Bridgeport, Conn.

GE "POCKETBOOK PORTABLE," model LL-450, presents still another version of the $15.00 battery-type receiver introduced earlier this year by this firm. With battery and is less than 10 inches wide, 8 inches high, and less than 5 inches deep. Operates on AC or DC and is designed to hangman, table-type radio combination with the 10-inch and 4-inch speakers. General Electric Co., Bridgeport, Conn.
products...

Motorola Series 5017 uses a beautiful two-tone leather effect covered cabinet, mounted with gold plating and trim. With 7 pushbuttons for station selection, plus 3 in the front panel for FM tuning. A selected six inches wide, 17 inches high, and 11 inches deep.


Philco Console Combination model 45B1, with 3 tube amplifying power unit has 6 tubes. Speaker, self-shifting loudspeaker speed motor. Equipped cabinet measures 7 high, 17 inches wide, 14 inches deep. Closed, 961/2 inches high. Emerson Radio & Phonograph Co., 1118 Wino Avar, New York, N. Y.

Pilot Continental model, radio-phonograph combination with automatic record changer covers the broadcast, shortwave and FM bands. Has built-in loop antenna, pushbuttons. 45 watts maximum output, with 2 tuned stage of FM, 20 speakers, and 17 tubes. Pilot Radio Corp., 3703 36th St., Long Island City, N. Y.

Wolco-Gay Console Combination model 31, in modern design, includes both AM and FM tuning but eliminating the new FM tuning only. Has automatic record changer, and five inch speaker. Features are standard for albums. Has 12-inch speaker. Features include AM, FM, AM, FM broadcast, or phonograph. Equipment with 20 buttons for station selection. Fabricated with 13 inches high, 8 inches in diameter. Cabinet, 11 inches high. Philco, 3900 Colchester Ave., Cincinnati, Ohio.


Emerson Portable Electric Phonograph model 481, with 3 tube amplifying power unit has 6 tubes. Speaker, self-shifting loudspeaker speed motor. Equipped cabinet measures 7 high, 17 inches wide, 14 inches deep. Closed, 961/2 inches high. Emerson Radio & Phonograph Co., 1118 Wino Avar, New York, N. Y.

Croley FM Console model 33CR, featuring the 'Rainbow of Sound' has 12 tubes including rectifier and 4 double purpose tubes. Switches on front with 3 buttons. Switch gives choice of AM, FM short, FM broad, or phonograph. Equipment with 20 buttons for station selection. Has Armor-Cel, Giant Circle dial, 8 inches in diameter. Cabinet measures 41 inches high. Philco, 3900 Colchester Ave., Cincinnati, Ohio.
EMERSON PORTABLE radio, model 428, designed for use with 12 volt dry battery or 5 volt dry battery. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

DETROLA PERSONAL PORTABLE radio, model 414, designed for use with 12 volt dry battery. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

FADA PERSONAL PORTABLE radio, model C34, designed for use with 12 volt dry battery. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

ANSLEY OXFORD DYNAPHONE is a 3-tube combination radio and phonograph designed for use with 12 volt dry battery. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

GAROD PERSONAL PORTABLE radio, model 127. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

PORTABLE PHONORADIO is a 3-tube combination radio and phonograph. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

PORTABLE COMBINATION radio and phonograph. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

PERSONAL PORTABLE radio, model 127. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

COMPACT TABLE TYPE radio, model 222A. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.

EMERSON PORTABLE radio, model 428, designed for use with 12 volt dry battery. Measures 6 1/2 x 4 1/2 x 3 inches deep. Price $16.95.
1942
MAJOR EVENTS IN HISTORY

1942

Bataan Death March follows Japanese capture of the Philippines.

The first American offensive is launched in the Pacific as Tokyo is bombed by a bomber squad led by Major General Doolittle.

The United States scores an important victory over Japan in Battle of Midway.

Rationing is instituted in the United States.

The Allies land in North Africa and the German advance is stopped at the Battle of El Alamein.

TOP BOOKS

The Moon Is Down
  John Steinbeck

The Just & The Unjust
  James Cozzens

The Robe
  Lloyd C. Douglas

TOP PLAYS

Eve Of St. Mark
  Rodeo

TOP MOVIES

Mrs. Miniver
  Yankee Doodle Dandy
  Johnny Eager
  Casablanca
  Bambi

When the French luxury liner Normandie burned and capsized at its New York pier in 1942, NBC reporters were on the spot to bring the story to the nation.
Look at the prices! Check the specifications! We don't believe that you'll find better table model values than these—anywhere!

Here is a line that is sure to pace the table model field!

Every model has eye appeal! And every one is a star performer!

Investigate! Get in touch today with the G.E. Radio distributor, General Electric Company, Bridgeport, Conn.

MODEL L-610 — In smartly styled cabinet of light plastic. Retails for $19.95.


MODEL L-624 — Two band set with cabinet of sparkling ivory plastic. Retails for $24.95.

MODEL L-640 — Electric tuning keys. Cabinet of walnut and maple wood veneers. Straight A.C. Retails for $42.95.


*All prices subject to change without notice and may vary in different localities. General Electric Company, Bridgeport, Connecticut.
CROSLEY IS DEFINITELY
the CHRISTMAS Volume Line!

PUSH BUTTON SUPERHETERODYNE, AC-DC. 6 TUBE
including ballast with 5 inch
dynamic speaker. A real achievement of Crosley engineers. Brown
molded cabinet of walnut finish. Interchangeable vertical cold
cutched dial which is turned by
knobs and push buttons are
mounted on the top. Also in red
and ivory at slightly higher price.

$9.99

14.99

PUSH BUTTON VANITY
Radio at
the market's lowest price.
heads-on and permit manual
features. Brown molded
case permits two playing
positions. A volume slider when
properly positioned. It has
a wide Christmas appeal at
its incredibly low price.

$12.99

SIXER

6 TUBE, 2 BAND, PUSH
BUTTON SUPERHETER-
ODYNE, the sensational Crosley
"Fiver" to which engineers
have added another tube,
developed more efficiency and
housed in a beautifully molded
brown modern plastic cabinet.
It is the season's sensation if
sales are any indication. In
red and ivory at slightly higher
prices than brown, which is

$19.99

The TROOPER

3 TUBE (including ballast) AC-DC with
beam power output and electro-dynamic
speaker. Brown plastic case. Illuminated
dial. Requires no ground. Easily carried
when travelling. Only 6 inches long.
Sensitive and sharp and surprising in
resonant volume — truly a mighty
tube of radio. In

$8.99

YOU'RE There WITH A

CROSLEY

THE CROSLEY RADIO CORPORATION, CINCINNATI

POWELE CROSLEY, J.R., President

Home of WLW — "the Nation's Station"
New Products

SONORA LR-147
- Table type
- One-piece cabinet
- One speaker
- Black, red, or blue
- One 800-mw tube
- Prices: $29.95, $39.95

RCA 500-3
- Table model
- FM and AM
- Three tubes
- Black and gold
- One 514A tube
- Price: $29.95

EMERSON
- Table model
- AM/FM
- One speaker
- Black and gold
- One 514A tube
- Price: $29.95

MOTOROLA
- Table model
- AM/FM
- One speaker
- One 514A tube
- Price: $29.95

SONORA NEW STYLE Radio
- Table model
- AM/FM
- One speaker
- One 514A tube
- Price: $29.95

SONORA 310
- Tube 800-mw
- AM/FM
- One speaker
- Black, red, or blue
- One 514A tube
- Price: $29.95

TRAY-LEH
- AM/FM
- One speaker
- One 514A tube
- Price: $29.95

EMERSON
- Table model
- AM/FM
- One speaker
- One 514A tube
- Price: $29.95

MOTOROLA STYLE FREQUENCY MODULATION
- AM/FM
- One speaker
- One 514A tube
- Price: $29.95

SONORA LF-140
- Table model
- AM/FM
- One speaker
- One 514A tube
- Price: $29.95

1942
PORTABLE Promotion

New 3-WAY Models

These models feature speakers, tubes, as well as power batteries.

1942
New Radios


RCA VICTOR MODEL 36X is similar to the Super Six instrument in a wood cabinet. It has 6 tubes, AC-DC, 2-point high-frequency tone control and extra large built-in Magic Loop antenna. Spread vision dial. RCA Mfg. Co., Front & Cooper Sts., Camden, N. J.—RRT.


CROSLEY MODEL 32A, 5-tube AC-DC superhet table radio features super-field electro dynamic speaker and beam power output. Has a Magic Loop antenna. Large full-view dial. Tunes 550 to 1600 kc. Walnut cabinet. Crosley Corp., 1379 Arlington St., Cincinnati, Ohio.—RRT.

SONORA FARM RADIO, a 4-tube, 1.4 volt superhet table model, tunes 536-1720 kc., to cover the standard broadcast band and 1712 kc. police channel. Clock-type dial, 6-in. speaker, A.V.C. Walnut cabinet. Sonora Radio & Tele. Corp., 823 N. Hayne Ave., Chicago, Ill.—RRT.

SONORA FARM RADIO, a 4-tube, 1.4 volt superhet table model, tunes 536-1720 kc., to cover the standard broadcast band and 1712 kc. police channel. Clock-type dial, 6-in. speaker, A.V.C. Walnut cabinet. Sonora Radio & Tele. Corp., 823 N. Hayne Ave., Chicago, Ill.—RRT.

MOTOROLA VITA-TONE 6-tube AC-DC superhet with broad band RF amplifier stage. Self-contained "Ace-Vane" loop aerial. Features 3-dimension Vita-Tone Cabinet is walnut veneer of "Dial over Speaker" design. Simulated carving overlays on each side of the speaker grille. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—RRT.

SONORA FARM RADIO, a 4-tube, 1.4 volt superhet table model, tunes 536-1720 kc., to cover the standard broadcast band and 1712 kc. police channel. Clock-type dial, 6-in. speaker, A.V.C. Walnut cabinet. Sonora Radio & Tele. Corp., 823 N. Hayne Ave., Chicago, Ill.—RRT.

CROSLEY TABLE RADIO, an AC short-wave radio set. model 453. It is a 6-tube superhet with 3 bands—daytime and nighttime foreign and American shortwave band. Toning range from 13 to 555 meters. Lighted full-view slide rule dial in 3-dimensional calibrations. R.F. amplifier, 4 tuning controls, large electro-dynamic speaker. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—RRT.


ZENITH SHORTWAVE PORTABLE radio which operates on self-contained battery pack or 110 v. AC-DC, is equipped with coupled movable Waveguides, one for standard reception and the second to pick up shortwave signals. There are 8 bands, standard and 16, 19, 25, 31 and 49 meters. Automatic time band buttons clearly identified show the band they put into operation and the best period of the day for use. Contains a logging chart on the front cover lid. Rediorgan tone feature. Zenith Radio Corp., 6011 Dickens Ave., Chicago, Ill.—RRT.

FADA TABLE COMBO, model PT-309, radio-phonograph. Large full-view dial. Tunes 550 to 1600 kc., to cover the standard broadcast band and 1712 kc. police channel. Clock-type dial, 6-in. speaker, A.V.C. Walnut cabinet. Sonora Radio & Tele. Corp., 823 N. Hayne Ave., Chicago, Ill.—RRT.

1942
COMBINATIONS

Complicate Disc Storage Problem

1942
VARIETY of Makes and Models

TYPICAL FM RECEIVERS—
(1) Zenith 12H670
(2) Crosley 22CP
(3) Andry "Concerto"
(4) Howard 715XFM
(5) Stromberg-Carlson "Autograph"
(6) Musaphonic "Regency"
(7) General Electric 15C122B
(8) Wilson-Gray A114
(9) Meister (converter)
(10) Brunswick 299FM
(11) Fort worth CR1112
(12) Philco "Regency"
(13) Pilot T101
(14) Fred Fisemann "Aristocrat"
(15) Motorola 12FM41
(16) Philco 250T
(17) Sentinel 270FM (converter)
(18) Espey (chassis)

1942
FLYING Radios

PORTABLE radio receivers designed espe-
cially for the purpose are riding the air-
line, from day to day, exciting far-off nations.

New

SONORA

ANDREA

PORT-O-MATIC

PORTABLE
radios provide a means of entertainment and

New

1942
MORE Windows

GIRLIE SHOW—Consists and costume show we null in this night of Middle Home Utilities, Madison Park, III. Cute noth and editions

RECORD SADIE—Painted on display, and scattered throughout the window, the new low-record price and attention to taste on displays of Washburn, New York

NEW—Installed on luxury features of personal-type radio, that with children by all hands, they attract shoppers to Goldsmith Bros. Chicago

EMERSON 403—Combination radio and phonograph, it is one of the new addition. Black and gold in appearance, it is a fine copy of a well known model. Also included in model No. 40, 1938. Price $120.00. Emerson & Richter, 180 W. 44th St., New York, N. Y.

ADMIRAL 11-16—Double wood cabinet with the old-fashioned style of music, which gives the instant in music today records, and 45 songs of high quality. It comes in a smaller size for $49.95.

ADMIRAL 101—Record player complete with combination of electric and battery. Can be operated with record or electrically. The price is $40.00.

1942
Atwater-Kent  
(Philadelphia)  

A. Atwater Kent started his company in 1920 by making radio components for home assembly. In the following year the company increased its business by producing a total of fifty-three different models. These receivers were distinguished by their famous Red Lion cabinets, among the finest in the industry. The company relied on low keyed ads directed primarily at more affluent and sophisticated customers, but in 1932 Atwater Kent closed down, declaring that it would not compete by producing inferior equipment.

Emerson  
(Jersey City, N.J.)  

Founded in 1923 by Max and Benjamin Abrams, the company at first made a rather small dent in the industry. By 1932, at the height of the depression, the Abrams brothers reasoned that the time had arrived for the production of a small, very low priced set. The selected a radio cabinet styled like a clock and began by using components made by other companies. Their first small midget receivers sold for only $25.00 complete and so popular were they that it took nearly a year for the company to catch up with orders. The effect of Emerson’s “Midget” radios was to reduce the price of receivers considerably. By 1941 the sale of midget radios accounted for 80% of the total number of receivers sold. Prices continued to drop with Emerson leading the way. Their all time low price was $6.95 for a set in 1939. Now almost everyone could afford to have a radio. From first to last Emerson was the radio of choice of those with limited incomes.

Motorola  
(Chicago)  

This company began as the Galvin Manufacturing Corp. in 1928, selling eliminators to various establishments. But profit margins were low and by an accidental observation of the attempted installation of a radio in an automobile, Paul Galvin realized the potential profits of producing a practical auto radio. After much hard work and experimentation a practical car radio was made. At first acceptance of the new receiver was slow in coming, but by 1941 the demand for auto radios reached 2.5 million with Motorola supplying the greatest share in addition to their line of regular home receivers.

Philco  
(Philadelphia)  

Early models of the Philco Company were not particularly distinguished, but they did put out fourteen models in their first year of production. They continued to produce various models each year and, by designing for the public’s taste, using aggressive marketing techniques and employing clever advertising, were able to reach sales levels equal to those of the top companies in the country.

Zenith  
(Chicago)  

This company started in 1918 with the production of components for radio hams. The company name came from the call letters of their amateur station 9ZN. The company itself eventually was formed in 1923 under the direction of Eugene F. McDonald, Jr. and in the same year the name Zenith appeared on the receivers for the first time. In 1924 the company produced a portable radio completely enclosed in a small suitcase using small B batteries and three large A cells. In 1927 Zenith offered automatic pushbutton tuning and 1935 they introduced the first of the “airplane” dials which became an identifiable characteristic of Zenith sets. Zenith radios were usually easy to operate, large and somewhat ostentatious. Although their prices were not low, the coming of the depression forced them to manufacture smaller sets and even to introduce plastic cabinets. Zenith’s motto was “The quality goes in before the name goes on.”
FADA
(Long Island City, N.Y.)

F.A.D. Andrea, Inc. was founded in 1920 by Frank Andrea. FADA was a New York company which was geared primarily to lower middle class customers. Although FADA, like most companies produced many different models and types of radios, the receiver which undoubtedly is most well known and most collectible is the FADA model 1,000, sometimes known as the Bullet. Made of bakelite, it is distinguished by a round shape on one side, carrying handle on top, and the round dial. Selling for $12.00 at the time of production, these brightly colored radios command as much as $700.00 today.

Westinghouse
(Pittsburgh)

This company initiated the first radio station in the nation and the world, KDKA. They made considerable progress in the development of wireless transmitters and receivers for “listener” use. In 1924 the company produced seven models. In 1935 they reached a peak with eighteen models. Westinghouse was one of those radio manufactures that expanded into the production of other electrical appliances.

Stromberg-Carlson
(Rochester, N.Y.)

Often referred to as the “Rolls Royce” of radios, Stromberg-Carlson was noted for producing receivers that were mechanically the result of excellent workmanship. The company was formed in 1894 by two Swedish engineers, Alfred Stromberg and Androv Carlson, initially making telephone equipment. Stromberg-Carlson entered the radio business making small components, but it was not until 1923 that the company began to manufacture radio receivers. They continued increasing radio production, reaching a peak in 1930 with twenty models. From first to last Stromberg-Carlson maintained its standards of excellence.

Crosley
(Cincinnati)

Founded by Powel Crosley, Jr. the company was interested primarily in volume and specialized in the sale of low priced receivers. This did not prevent Crosley from producing more expensive receivers. Sales of Crosley radios peaked in 1929 but kept declining during the 1930’s. Crosley radios were distinguished by individual titles and names such as ACE, CHUM, PLAYMATE, BUDDY, PUB, SHOWBOX and others. Crosley diversified into other areas such as refrigerators and appliances, but soon gave up on these and other ventures.

RCA
(New York)

Founded as Radiola in 1919, RCA began by manufacturing and selling sets to amateurs. Later on RCA produced radio sets using components made by Westinghouse and General Electric. It was the first company to publish a catalog advertising a complete line of home receivers called Radio Enters The Home. Early sets included headphones, antenna ground equipment and batteries. Later the number of tubes used in sets was increased and the passage of time brought more powerful receivers with better reception. In 1929 RCA bought out Victor Talking Machine Co. and its famous listening dog trademark becoming RCA Victor, one of the nations largest radio manufacturers.
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