



1939
TRUETONE RADIOS
Western Auto Stores



Electric Automatic Tuning . . . plus Inclined Control Panel

Truetone's Electric-Automatic tuning is a marvel of radio engineering. Push—Click!—and you're tuned! Instantly, silently, unfailingly accurate; just like pushing a light button. No "drift" from the true wave-length, no revolving parts to get out of order.

Moreover, the Truetone Inclined Control Panel, readily seen and reached from any angle, adds further ease and grace to tuning.

Truetone cabinets are of the finest walnut veneers. Please note their exquisite matched grain and rich, lustrous finish.

Western Auto Stores

*Trade your old radio
in Now on
a new Truetone.*

THERE IS "MAGIC" IN 1939 TRUETONES

The "Magic" of up-to-the-minute, painstaking construction . . . flawless performance . . . exquisite cabinet beauty. And all these "Magic" qualities are coupled with superlative value made possible by the "Magic" of modern mass production, enormous buying power and direct, small-profit distribution.

**TRUETONE PRICES SAVE YOU
30% to 50% OVER MOST OTHER
WELL-KNOWN RADIOS**

It is NOT by "skimping" on materials . . . or neglecting basic engineering . . . or carelessness in building and testing that we are able to offer Truetones at our low prices. It's by cutting down the cost of getting the radio from the factory to you. **FACTORY . . . WESTERN AUTO . . . YOU**—that's the answer!



TRUETONES BRING YOU 1939's OUTSTANDING FEATURES



The Acoustic Tone Resonator (an exclusive Truetone feature) gives clear, flawless tonal beauty free from annoying cabinet vibrations and "booming" echoes.

Big, new design, distortion-free symphonic-dynamic speakers with automatic volume compensator which eliminates "blasting" and "fade-out."

Improved, dual-purpose tubes give double radio-performance capacity.

And, of course, instant, electric push-button tuning.

Ten Day Free Home Trial

We'll gladly deliver a Truetone to your home so that you and your family may give it a thorough trial. No down payment; no obligation.

Convenient Budget Plan . . .

You can buy any Truetone Radio on easy payments as low as one dollar per week.

TRUETONES Are



TRUETONE

"Master"

Seven-Tube, Instant
Automatic Tuning

Its seven tubes give full nine-tube power, tone and distance. Sparkling, life-like performance. Three band long and short wave reception.

Inclined control panel makes tuning easy and graceful, adds distinction that sets an entirely new pace in radio design. Beautiful, matched walnut veneer cabinet. Instant automatic, push-button tuning, symphonic-dynamic speaker and every other up-to-the-minute feature.

THE BIG Radio Values . . .

Beautiful, outstanding and individual. Harmonizes perfectly with the most distinctive and carefully planned home furnishings.

Has every advanced feature that adds to greater radio enjoyment; including instant, automatic push-button tuning and three-band, long and short wave reception.

Brings you every broadcast with clear, mellow, life-like tone.

TRUETONE

Nine-Tube, Instant
Automatic Tuning

"Dictator"





TRUETONE
Automatic
Phonograph
Radio



Superb in entertainment value. Gives you the entertainment you want—when you want it. Just a flip of a switch converts it from radio to phonograph or vice versa.

As a radio it has all Truetone features, including instant push-button tuning and eight, super-power tubes giving ten tube performance. As a phonograph it has a silent, powerful, electric-phono motor, modern crystal pick-up, automatic record changer (plays ten records consecutively—a full half hours' entertainment)—and plays either ten or twelve-inch records.

Rich burl, butt-cut and straight grain walnut veneers, used in exquisite combinations, fashion a massive cabinet of refined beauty.



Instant Convertible
A.C. or Battery
TRUETONES



Operate on
 110 Volt A.C. or
 on One Six-Volt
 "A" Battery

There is no need to wait for the enjoyment a Truetone brings. If you live in a rural section where you are expecting a power line or if you want a radio to use in town and at your summer camp, then a Truetone "Convertible" is the answer to your need. Just flip a switch to change from 6-volt battery to A.C. current.

Incorporate everything found in the finest regular A.C. sets . . . American and foreign reception, tone, power and distance. Their walnut veneer cabinets are unsurpassed in modern lines and beauty.

New "De Luxe" Style, Performance and Features . . .

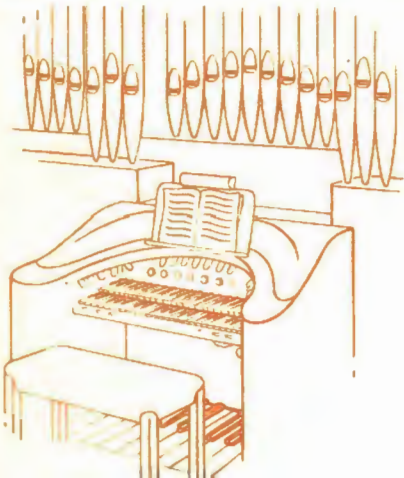


1939 TRUETONE "Grand"

Its graceful lines, curves and warm-toned, matched-walnut veneers all combine to give this Truetone a grandeur found in no other radio.

Inclined control-panel (with ten, automatic push-buttons) makes tuning the simplest yet; it isn't necessary to even lower your head.

Big symphonic speaker, "Acoustic Tone Resonator," eight, super-power tubes and a score of other improved features make the Truetone "Grand" the last word in radio perfection.



New 1939 TRUETONE "De Luxe"

DeLuxe in every manner—size, appearance, performance and new improved features. With this big eleven tube Truetone the whole world of radio entertainment is yours. Clear, true program reproduction. Its beautiful, massive, walnut veneer cabinet takes its place gracefully in any home—a masterpiece by master craftsmen. Incorporates instant, automatic tuning, acoustic tone resonator, mystic-ray tuning eye, slide rule dial, American and Foreign reception and every other up-to-the-minute feature.



TRUETONE "Challenger"

Six-Tube Console
Long and Short Wave

In no other radio can you get so much power, so many modern features and such outstanding performance for so little money.

Six tubes with seven-tube power, tone and distance. Big eight-inch symphonic-dynamic speaker. Advanced superheterodyne circuit, automatic volume control, easy-to-read slide-rule dial and many other up-to-the-minute features.

Attractive forty-inch cabinet of matched walnut-veneers. Designed along modern lines, gives added distinction to any furniture setting.



TRUETONE "Envoy"

Excellent in radio performance, beautiful in appearance, inexpensive. Brings complete radio entertainment: short wave—police broadcasts—regular programs. Has illuminated slide-rule dial and symphonic-dynamic speaker with full-range tone control. Piano-finish walnut veneer cabinet. Six tube.

These models operate equally well on A.C. or D.C. current, making them ideal for traveling or for home use.



PORTABLE "Pla-Mor"

An excellent personal radio for home or office at lowest cost. Clear, powerful tone.

So compact in size and light in weight that it can be carried anywhere. Just plug it in—requires no outside aerial.

Five tubes, distortion-free symphonic-dynamic speaker and large, easy-to-read airplane type dial graduated in kilocycles and meters. Modernistic plastic cabinet.



New **TRUETONE** *"Supreme"*

BUDGET PLAN
*provides easy
 payments on any
 Truetone radio
 as low as
 \$1 per week.*

It has instant, electric push-button tuning, eight tubes with ten-tube performance, eight-inch, full-pot. electro-dynamic speaker and three-band, long and short wave reception. The marvelous radio performance, tuning ease, exquisite grace and beauty of the Truetone "Supreme" makes it today's outstanding mantel radio. It has few if any equals and has won approval everywhere. It leaves nothing to wish for.



TRUETONE
"Ambassador"

**Six-Tube, Instant
 Push-Button Tuning**

Everything necessary to perfect radio performance has been incorporated in the Truetone "Ambassador." Just look at these features: Electric, push-button tuning, illuminated slide rule dial, electro-dynamic speaker, long and short wave reception and dual purpose tubes.

You get all these outstanding features in a beautiful, matched-grain, walnut veneer cabinet at just about one half what you would expect to pay.



TRUETONE "Combination"

Phonograph Radio

With this Truetone you can enjoy your favorite phonograph recordings as well as your choice radio programs. Brilliant life-like tone.

Two fine instruments in one giving you the kind of entertainment you want when you want it . . . just a flip of the switch and you change from radio to phonograph.

Seven tubes with nine tube power. Long and short wave radio reception. Plays 10 or 12-inch records.

Modern, compact cabinet of exquisitely finished, matched walnut veneers.



TRUETONE One Battery Radios

Six-tube, full two-band, long and short wave reception. Rich, vivid, life-like tone. Automatic volume control, prevents "blasting" and "fading." Extremely low current drain.

Big, walnut veneer cabinet is the last word in modern design. Carefully hand rubbed to a piano-like finish.

Four-tube, superheterodyne circuit. Excellent tone and volume. Low current drain. All up-to-the-minute features. Handsome, compact, walnut veneer cabinet.



1939 TRUETONE Auto Radios

have
AUTOMATIC
TUNING

Your eyes never have to leave the road to tune a Truetone. Just press a button—there's your station, tuned with mechanical perfection. It's as easy as sounding your horn.



TRUETONE

"DeLuxe"

8 tube power and tone with 6 tubes. Local-distance control. Full-range tone control. Safety automatic tuning for your favorite 6 stations . . . manual tuning for all others. 8" Super-dynamic speaker—the largest ever put into an auto radio. Perfect performance under all conditions. Mounts anywhere under dash.



TRUETONE

"Compact"

There's no need to do without radio entertainment in your car when Truetones cost so little! 6 tube performance with 5 tube Super-heterodyne circuit. Powerful reception, clear tone, 5 station safety automatic tuning—full range dial for all others. Full size super-dynamic speaker. Fits any car.



TRUETONE

"Compacts"

Ideal for boudoir, den, nursery, recreation room, sick room, etc.

Petite, in size, yet BIG in radio performance—Incorporating every worthwhile radio feature, including push-button tuning.

You'll marvel at their clear, sweet tone and beautiful molded-plastic cabinets.

Sensationally low priced.
Free Home Trial.

WESTERN AUTO
STORES

