

RADIO

BY THE WORLD'S LEADING MANUFACTURERS

for 1938



CATALOG
NO. 407

Modell's
Since 1889

Cable Address
"DELLRAD," N.Y.

NEW YORK, N.Y. • CHICAGO, ILL. • ATLANTA, GA.



Modell's
 Since 1889
**AGENTS
 ALL OVER
 the 
 WORLD**

JAPAN
 Modell's International Division
 25 Orchard Street
 New York City, N. Y.

NEW 1938

Grunow

EUROPE GUARANTEED

"TELEDIAL" AUTOMATIC TUNING

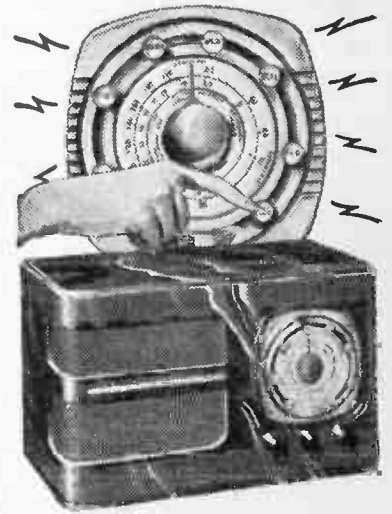


ZIP! Your Station Tuned to a Pin Point!

EUROPE GUARANTEED!

YES! \$54⁹⁵ NOW BUYS TELEDIAL AUTOMATIC TUNING

YES! Famous "Teledial" automatic tuning is now within reach of everyone! ... Imagine! A big beautiful Console, that tunes 10 stations perfectly in 10 seconds ... AUTOMATICALLY ... plus guaranteed European reception for only \$54.95! ... Just think of being able to tune in 8 stations in 8 seconds for the FIRST TIME on a Table Set ... yet this amazingly powerful radio costs only \$36.95! ... No wonder everyone calls GRUNOW for 1938 the greatest radio value of the year! ... So ... why be satisfied with less performance than GRUNOW gives, now that prices are so low? See ... hear ... the amazing GRUNOW for 1938 ... TODAY! Find out first hand how GRUNOW has brought radio enjoyment to an all-time high! ... 17 outstanding models with Foreign Station reception and "Teledial" at prices from \$36.95 up ...



GRUNOW CONSOLE ... Model No. 589

Here is true automatic tuning of the most modern type at half the usual price! ... Actually tunes 10 stations in 10 seconds! A powerful set, with high-line precision selectivity ... A.C.: 5 tubes; large 10 station "Teledial" automatic tuning; indirectly lighted calibrated dial; 2-wave bands ... 550-1750 K.C.; 5500-18,000 K.C. Includes American, foreign, police, amateur and aviation reception; 8" dynamic speaker; automatic volume control. Banjo type cabinet of straight, stump, striped, mottled and rotary grain walnut.

TELEDIAL TUNING SETS ARE AVAILABLE WITH 8, 10 AND 10 STATION BUTTONS.

List Price Complete ... \$54.95

GRUNOW TABLE MODEL ... No. 588

For the first time "Teledial" automatic tuning on a table set! Tunes 8 stations in 8 seconds ... AUTOMATICALLY! A highly sensitive set with pin point tuning accuracy. A.C.: 5 tubes; 8 station "Teledial" automatic tuning; indirectly lighted calibrated dial; 8" dynamic speaker; 2 wave bands, 550-1720 K.C.; 2200-6700 K.C. includes American, foreign, police, amateur and aviation broadcasts; automatic volume control. Cabinet of pin stripe, stump and straight grain walnut.

RECEPTION OF ANY RADIO IS IMPROVED WITH THE GRUNOW DOUBLET ANTENNA.

List Price Complete ... \$36.95

EUROPE GUARANTEED



FOR FINEST WORLD RECEPTION!

GRUNOW DOUBLET SHORT WAVE ANTENNA

Add to the enjoyment of all-world reception by installing a new 1938 Grunow Doublet Short Wave Antenna ... Users everywhere are enthusiastic! Takes very little space, yet improves short wave listening far better than expensive old-style installations ... Grunow engineers have developed a compact inexpensive antenna that not only increases "pick-up" on both standard and short wave broadcasts, but also cuts out "man-made" static amazingly, lasts indefinitely and requires no attention. Packed complete in cart-n, along with detailed instruction for installing. Only ... \$5.00.

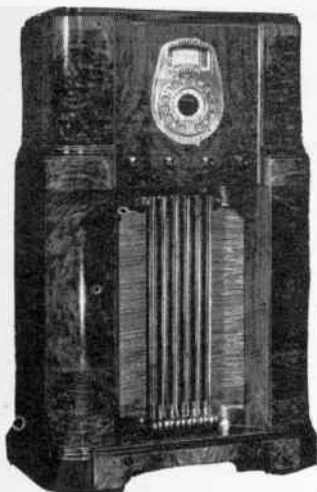
NEW 1938 ELECTRICAL ESSENTIALS CATALOG

No. 408
JUST OFF THE PRESS
Electric Gift Items
Clocks, Electric Razors, Coffee Makers, Toasters, Fans, Irons, Juice Extractors, Mixers, Sterilizers, Soldering Irons, Drill Presses, etc.
Send 10 cents (coin or stamps) to cover cost of mailing.

America's Largest Standard Set House

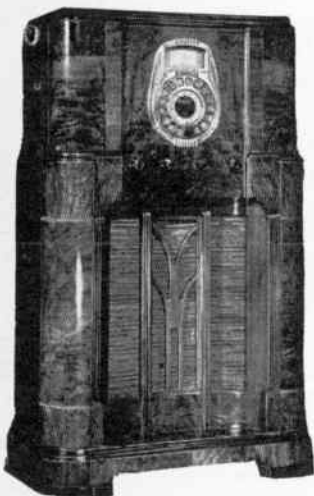
Grunow

FOR 1938



GRUNOW CONSOLE No. 1183 . . . A.C.; 11 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 41" high, 13 1/4" deep, 26 1/4" wide. Cabinet: matched stump, crotch, French and rotary walnut. This model has Automatic Frequency Control.

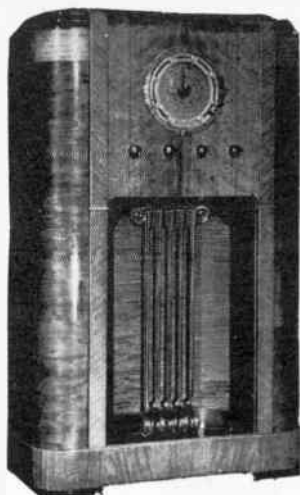
List Price Complete.....\$149.95



GRUNOW CONSOLE No. 1181 . . . A.C.; 11 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 42 1/2" high x 13 1/4" deep x 26 1/4" wide. Cabinet: matched stump, crotch and striped walnut inlays. This model has Automatic Frequency Control.

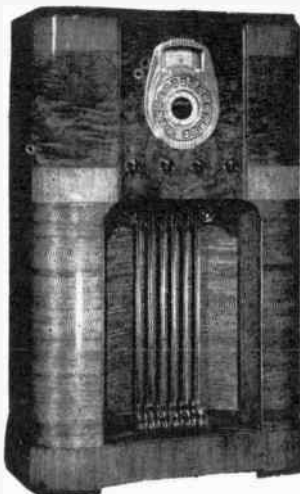
List Price Complete.....\$139.95

Check the imposing array of finer features that are yours when you own a 1938 Grunow Radio—compare them with what you are offered by others and your choice is bound to be a Grunow. In no other do you get so much for so little—made possible only by volume production— as a result of the Grunow policy—of giving always the most in radio for the money.



GRUNOW CONSOLE No. 1067 . . . A.C.; 10 tubes; large 10 station "Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 40 1/4" high x 12 1/4" x 24 3/4" wide. Cabinet: California, pin stripe and rotary walnut. Has A.V.C., tone control and 12-inch speaker.

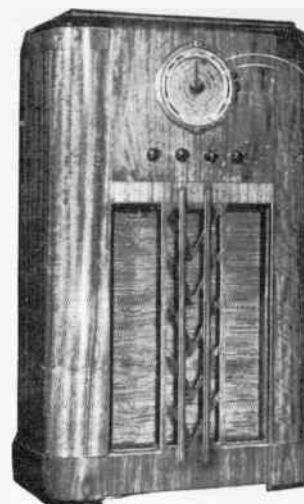
List Price Complete.....\$89.95



GRUNOW CONSOLE No. 1081 . . . A.C.; 10 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 41" high x 12 3/16" deep x 25 3/4" wide. Cabinet: matched stump, mottled and pin stripe walnut. This model has Automatic Frequency Control.

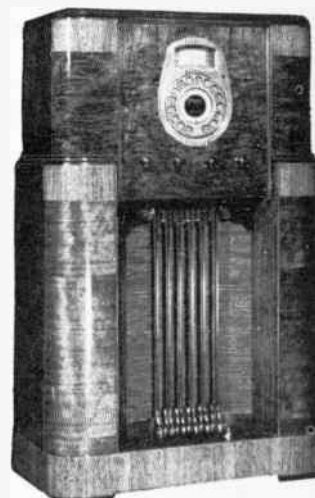
List Price Complete.....\$109.95

- ★ "Teledial" True Automatic Tuning
- ★ Automatic Station "Set-up"
- ★ Illuminated Station Buttons
- ★ Indirectly Lighted "Gemloid" Dials
- ★ Automatic Silencing Between Stations
- ★ Independently Illuminated Dials
- ★ 360° Short Wave Logging Scale
- ★ Quadruple Short Wave Band Spread
- ★ Automatically Tuned Antenna Circuit
- ★ AFC (Automatic Frequency Control)



GRUNOW CONSOLE No. 663 . . . A.C.; 6 tubes; large 10 station "Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 40" high x 12 3/16" deep x 24 3/4" wide. Cabinet: Oriental, half round and rotary walnut. Has A.V.C., tone control and 12-inch speaker.

List Price Complete \$74.95



GRUNOW CONSOLE No. 1091 . . . A.C.; 10 tubes; "Super-Teledial" automatic tuning; All-wave; foreign, American, police, amateur, aviation broadcasts. Size: 41 1/4" high x 12 3/4" deep x 26" wide. Cabinet: matched stump, striped and pin stripe walnut. This model has Automatic Frequency Control.

List Price Complete \$119.95

- ★ Extra Radio Frequency Stage
- ★ Pre-Selector Circuit
- ★ Two Speed Manual Tuning Control
- ★ Metal Tubes
- ★ Tone Tested Sound Resonator
- ★ Tone Compensation
- ★ High Fidelity Receiver
- ★ Variable Selectivity
- ★ Pentode Output System
- ★ New Beam Type Power Tubes
- ★ Double Channel Amplifier
- ★ AVC (Automatic Volume Control)
- ★ Volume Indicator
- ★ Fidelity Control
- ★ Full Floating Condenser Gang
- ★ Rubber Mounted, All-Metal Chassis

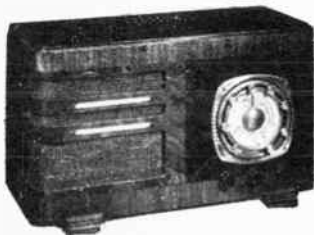
Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

Grunow

FOR 1938!

**NOW..TABLE MODELS WITH
REAL AUTOMATIC TUNING..
ROCK BOTTOM PRICES!**



Universal Model No. 624—A.C.-D.C.; 6 tubes; ballast tube; "Teledial" automatic tuning; indirectly lighted, calibrated dial of Gemloid, eight station buttons; 8" dynamic speaker; 2 wave bands, 550-1720 KC.: 5500-18,000 KC.; automatic volume control; new beam type 25L6 power tube. Power output, 2 watts. Cabinet: pin stripe, stump and straight walnut. Size: 9 3/4" high, 7 1/4" deep, 15 3/8" wide.

List Price Complete\$44.95



Universal Model No. 622—A.C.-D.C.; 6 tubes; ballast tube; "Teledial" automatic tuning; indirectly lighted, calibrated dial of Gemloid; 8 station buttons; 6" dynamic speaker; 2 wave bands; 550-1750 KC., 550-18000 KC.; Automatic volume control; new beam type 25L6 power tube; power output, 2 watts. Cabinet: pin stripe California and straight walnut. Size: 8 3/8" high, 7 1/4" deep, 12 3/8" wide.

List Price Complete\$39.95

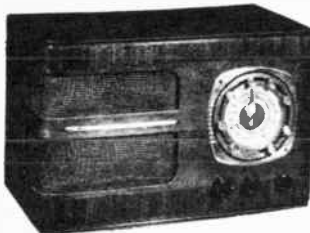


Table Model No. 588—A.C.; 5 tubes; "Teledial" automatic tuning; indirectly lighted calibrated dial of Gemloid; eight station buttons; 8 inch dynamic speaker; 2 wave bands; 550-1720 KC.: 2200-6700 KC.; automatic volume control. Power output 2 1/2 watts. Cabinet: pin stripe California and straight walnut. Size: 9" high, 7 3/4" deep, 14 1/4" wide.

Model No. 586 same as above in antique ivory cabinet.
No. 588—List Price Complete \$36.95
No. 586—List Price Complete \$38.95



Table Model No. 576-578—A.C.; 5 tubes; illuminated, 2 color, airplane type dial; double pointer tuning knob; 8 inch dynamic speaker; 2 wave bands; 550-1720 KC., 1800-4000 K.C.; all metal chassis; power output, 2 watts. Cabinet: pin stripe and plain walnut. Size 8 7/8" high, 7 3/4" deep, 13 1/2" wide.

Model No. 578—Same as above in antique ivory cabinet.
No. 576—List Price Complete \$24.95
No. 578—List Price Complete \$26.95



Universal Model No. 592—A.C.-D.C.; 5 tubes; airplane type dial; vernier drive tuning control; tuning range, 550-1720 KC.; 5" dynamic speaker; automatic volume control; power output 1 watt. Violin-shape cabinet for pure, undistorted tone; top and center, matched stump walnut. Chromium speaker grille. Size: 8" high, 6 1/4" deep, 8" wide.

List Price Complete\$32.95

GRUNOW CONSOLE MODEL No. 1185 . . . A.C. . . .
11 tubes; "Super- Teledial" automatic tuning; 3 wave bands: All-wave; foreign, American, police, amateur-aviation broadcasts: Size: 42 3/4" x 14 7/8" x 28 1/4". Cabinet French and stump walnut, crotch walnut borders, striped walnut inlay.
Super Teledial Models have Automatic Frequency Control.

List Price Complete.....\$159.95

Complete GRUNOW Line — For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|------------|---------|-------|---------|------------|
| 576 | AC | 5 | 15 lbs. | \$ 24.95 |
| 592 | AC-DC | 5 | 15 | 32.95 |
| 588 | AC | 5 | 17 | 36.95 |
| 622 | AC-DC | 6 | 17 | 39.95 |
| 632 | AC | 6 | 19 | 44.95 |
| 624 | AC-DC | 6 | 19 | 44.95 |
| 589 | AC | 5 | 54 | 54.95 |
| 623 | AC-DC | 6 | 58 | 59.95 |
| 663 | AC | 6 | 60 | 74.95 |
| 1067 | AC | 10 | 76 | 89.95 |
| 1081 | AC | 10 | 80 | 109.95 |
| 1091 | AC | 10 | 82 | 119.95 |
| 1181 | AC | 11 | 85 | 139.95 |
| 1183 | AC | 11 | 90 | 149.95 |
| 1185 | AC | 11 | 95 | 159.95 |
| 578 | AC | 5 | 15 | 26.95 |
| 594 | AC-DC | 5 | 14 | 34.95 |
| 586 | AC | 5 | 17 | 38.95 |
| 587 | AC | 5 | 54 | 58.95 |
| 627 | AC-DC | 6 | 54 | 63.95 |

Prices Subject to Change Without Notice.

NEW 1938 ELECTRICAL ESSENTIALS CATALOG No. 408

JUST OFF THE PRESS

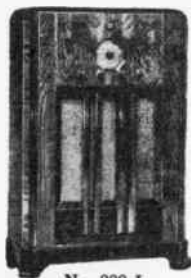
—Electric Gift Items—

WAFFLE MAKERS, SUN LAMPS, HEATING PADS,
JUICE EXTRACTORS, HEATERS, VIBRATORS, SEWING
MACHINES, SANDWICH TOASTERS, HAIR DRYERS, Etc.

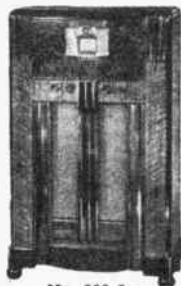
Send 10 cents (coin or stamps) to cover cost of mailing.

Every Radio Shipped in Original Factory Cartons

1938 Stromberg-Carlson



No. 226-L



No. 230-L



No. 240-L



No. 240-M



No. 229-P



No. 231-P

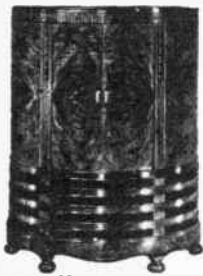


No. 240-S



No. 240-W

CONSOLES AND FURNITURE MODELS YEARS AHEAD IN BRILLIANCE OF DESIGN

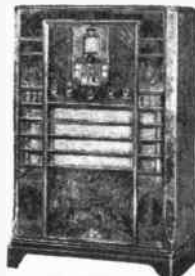


No. 240-R

No. 255-L CONSOLE
(at right). Five Range.
Flash Tuning. Tri-Focal
Tuning Indicator. High
Fidelity. Acoustical
Labyrinth. Selectorlite
Dial. Carpinchoe Speak-
er. Walnut finish.



No. 250-L



No. 260-L

END TABLE AND COFFEE TABLE MODELS



No. 231-R



No. 231-F

THERE IS NOTHING FINER THAN A
Stromberg-Carlson

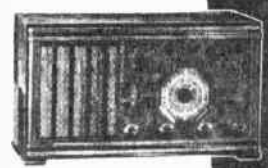
Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

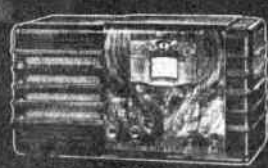
The NEW 1938 Stromberg-Carlsons



No. 225-H



No. 228-H



No. 230-H



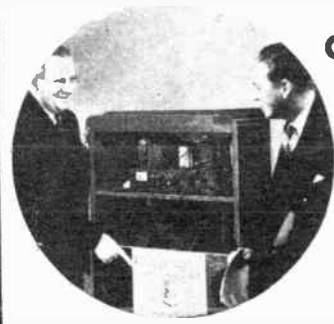
No. 240-H

TABLE MODELS IN THE HORIZONTAL STYLE POPULARIZED BY STROMBERG-CARLSON

Here is the line on which Stromberg-Carlson has lavished all its resources of engineering and designing skill—to produce the most notable radios which shall be offered on this year's market.

Here are radios with improvement after improvement designed to add even further to the quality of Stromberg-Carlson's famous natural tone. Radios with advancements in cabinet idea which we believe will mark a new period in radio style and beauty.

Here is a line of such broad price range that it covers buyers of every degree of purchasing power. A line where there are real features whose advantages a customer can see for himself—the most irresistible kind of selling.



the ACOUSTICAL LABYRINTH

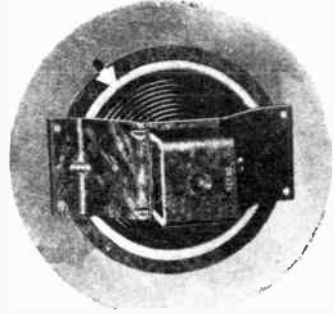
A feature that every prospect can see, hear and understand.



FLASH TUNING

"As quick as a wink"

An automatic station selector with advanced selling features new to Radio appealing to all.



CARPINCHOE LEATHER SPEAKER

..... like the Labyrinth its advantages are easily and convincingly explained and demonstrated.

Complete STROMBERG CARLSON Line For 1938

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|-----------|----------------------------------|-------|---------|------------|
| 225-H | AC-DC | 5 | 29 lbs. | \$ 57.50 |
| 228-H | AC | 6 | 37 | 69.95 |
| 130-U | AC | 7 | 42 | 76.50 |
| 130-H | AC | 7 | 45 | 77.50 |
| 126-H | AC-DC | 7 | 43 | 81.50 |
| 230-H | AC | 7 | 46 | 89.50 |
| 130-J | AC | 8 | 42 | 87.50 |
| 130-R | AC | 8 | 42 | 87.50 |
| 127-H | AC-DC | 9 | 47 | 103.50 |
| 240-H | AC | 11 | 49 | 117.00 |
| 228-L | AC | 6 | 64 | 95.00 |
| 126-L | AC-DC | 7 | 75 | 102.50 |
| 230-L | AC | 7 | 130 | 125.00 |
| 240-L | AC | 11 | 160 | 159.50 |
| 240-M | AC | 11 | 175 | 189.50 |
| 145-L | AC | 11 | 185 | 197.50 |
| 250-L | AC | 13 | 195 | 260.00 |
| 255-L | AC | 13 | 210 | 275.00 |
| 160-L | AC | 14 | 215 | 285.00 |
| 260-L | AC | 16 | 240 | 360.00 |
| 180-L | AC | 17 | 205 | 340.00 |
| 70 | AC | 13 | 250 | 495.00 |
| 65 | AC | 9 | 79 | 135.00 |
| 231-R | AC | 7 | 85 | 145.00 |
| 231-F | AC | 7 | 110 | 155.00 |
| 240-R | AC | 11 | 48 | 215.00 |
| 240-S | AC | 11 | 175 | 250.00 |
| 240-W | AC | 11 | 175 | 250.00 |
| 229-P | AC | 8 | 145 | 199.50 |
| 126-P | AC-DC | 7 | 135 | 199.50 |
| 231-P | AC | 7 | 145 | 225.00 |
| 145-P | AC | 10 | 160 | 299.50 |
| 145-SP | AC | 10 | 175 | 325.00 |
| 160-P | AC | 14 | 235 | 495.00 |
| 260-P | AC | 14 | 280 | 795.00 |
| 72 | AC | 13 | 365 | 850.00 |
| 74 | AC | 16 | 450 | 1050.00 |
| 5 | Antenna Kit | | 5 | 7.00 |
| 5-A | Utlar-Short-Wave Antenna Adapter | | | 1.75 |

Prices Subject to Change Without Notice.

30 Day Trial - Three Year Written Guarantee

A Smashing Value

1938 WORLD WIDE RADIO

**A 10-TUBE AC
SUPERHETERODYNE FOR**

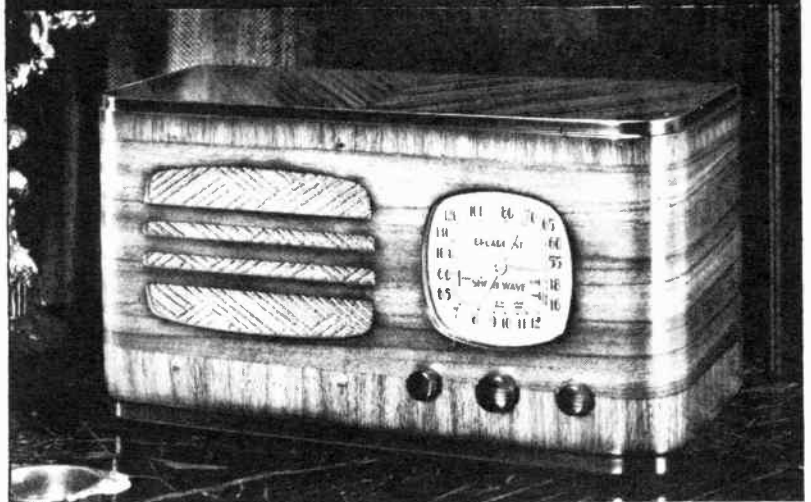


KADETTE
THE WORLD'S BEST VALUE

\$19⁹⁵

Check These "BIG SET" Features!

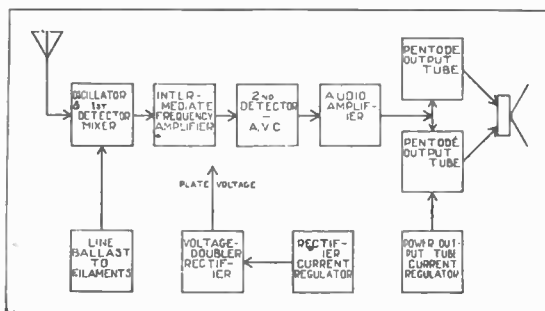
- TEN TUBES
- Superheterodyne Circuit
- Large Electro-Dynamic Speaker with hum-bucking coil
- Two bands for standard, European and police broadcasts
- Crystal covered, Illuminated Airplane Dial
- Quick, Automatic Volume Control for quiet tuning between stations.
- Unusual Selectivity due to special coils



New

**TRANSFORMERLESS AC
CIRCUIT***

OTHER FEATURES: Model K1019—Illuminated gold-finish enclosed dial. • Two bands including 49M. European. • New QAVC circuit. • Full Electro-dynamic speaker. • Superb piano-finish wood cabinet. • Size 16½" long x 9" high x 7¼" deep.



Drawing Showing Tube Functions

KADETTE has been hoarding its creative ability. At last it is releasing the pent-up power of years of research. Kadette now offers the public an entirely new concept of radio value, performance and beauty!

**NEW 1938 ELECTRICAL ESSENTIALS
CATALOG No. 408**

JUST OFF THE PRESS

—Electric Gift Items—

WAFFLE MAKERS, SUN LAMPS, HEATING PADS,
JUICE EXTRACTORS, HEATERS, VIBRATORS, SEWING
MACHINES, SANDWICH TOASTERS, HAIR DRYERS, Etc.

Send 10 cents (coin or stamps) to cover cost of mailing.

Modell's Since 1889

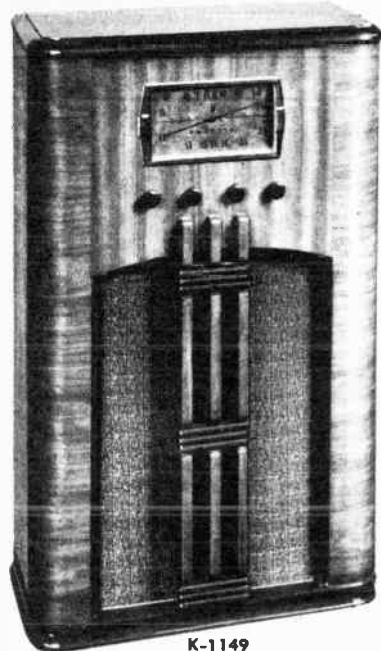
NEW YORK - CHICAGO - ATLANTA

World Radio History

KADETTE



1938



K-1149

11-Tube AC Superheterodyne
Tunes Broadcast, Police
and Foreign Ranges

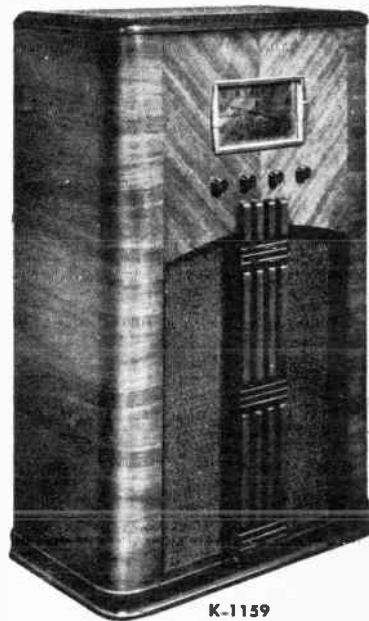
List Price Complete.....\$49.95



K-739

7-Tube AC-All Wave
Superheterodyne
With Visagraph
Pre-logged Dial

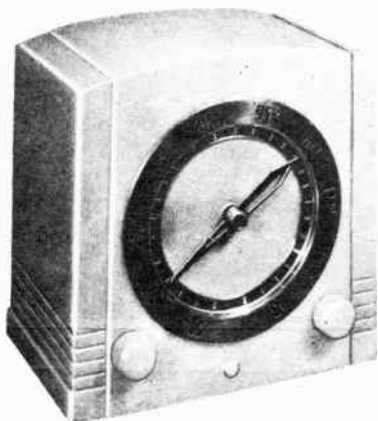
List Price Complete.....\$39.95



K-1159

11-Tube AC Superheterodyne
Beautiful "V" Matched
Walnut Veneers
Broadcast, Police and
Foreign Ranges

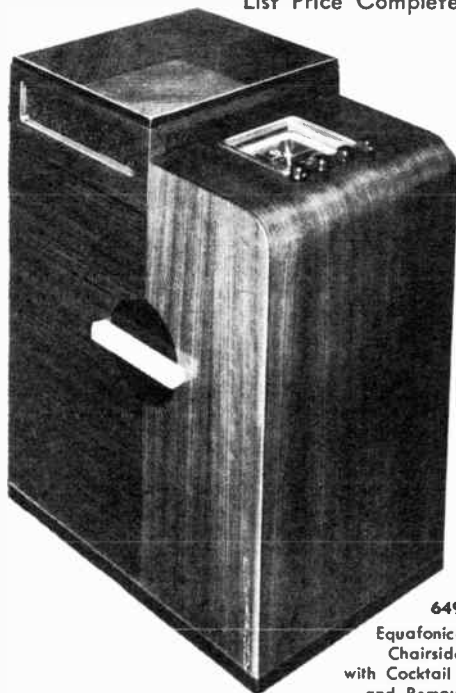
List Price Complete.....\$59.95



"CLOCKETTE"

6-Tube AC-DC Superheterodyne
List Price Complete\$29.50

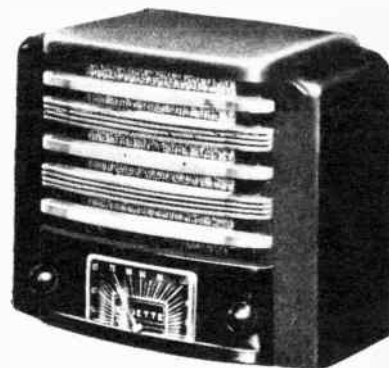
- Model No. 25—Alabaster
- Model No. 26—Red Marble
- Model No. 27—Green Marble
- Model No. 28—Blue Crystallin



649-X

Equafonic—Popular
Chairside Model
with Cocktail Compartment
and Removable Rack.
Standard and Foreign Broadcast

—List Price Complete\$55.00



"CLASSIC"

6-Tube AC Superheterodyne
List Price Complete\$29.50

- Model K-10 Ivory and Blue
- K-11 Ivory and Yellow
- K-12 Ivory and Green
- K-13 Ivory and Rose
- K-14 Brown and Tan
- K-15 Two shades of Green
- K-16 Black and Red

DIRECT FACTORY DISTRIBUTORS



KADETTTE

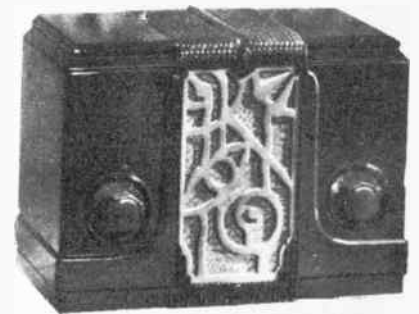
THE WORLD'S BEST VALUE



NEW 1938 MODELS

K-1129

11-Tube AC Superheterodyne
Broadcast, Police and
Foreign Ranges
\$29.95

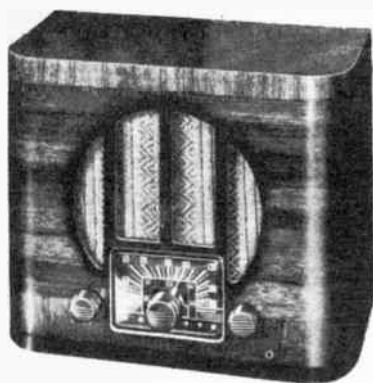
40 Jewel
AC-DC

Brown Bakelite \$10.00
(Models No. 41 in Walnut,
No. 43 in Ivory, No. 44 in Red
With Dynamic Speaker \$13.50)



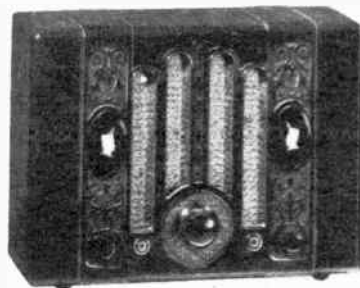
K-634

6-Tube
AC Superheterodyne
American and Foreign
Broadcast
\$34.95



K-617

6-Tube AC-DC
Superheterodyne
Standard Broadcast
and All Police
\$17.95



K-150

AC-DC 5-Tube
Superheterodyne
Walnut Bakelite
\$22.50
(also available in Ivory)

Complete KADETTTE Line — For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|-----------|---------|-------|---------|------------|
| K1019 | AC | 10 | 16 lbs. | \$ 19.95 |
| K1149 | AC | 11 | 48 | 49.95 |
| K1159 | AC | 11 | 60 | 59.95 |
| K739 | AC | 7 | 19 | 39.95 |
| 649X | AC | 6 | 49 | 55.00 |
| CLOCKETTE | | | | |
| 25 | AC-DC | 6 | 9 | 29.50 |
| 26 | AC-DC | 6 | 9 | 29.50 |
| 27 | AC-DC | 6 | 9 | 29.50 |
| 28 | AC-DC | 6 | 9 | 29.50 |
| CLASSIC | | | | |
| K10 | AC | 6 | 8 | 29.50 |
| K11 | AC | 6 | 8 | 29.50 |
| K12 | AC | 6 | 8 | 29.50 |
| K13 | AC | 6 | 8 | 29.50 |
| K14 | AC | 6 | 8 | 29.50 |
| K15 | AC | 6 | 8 | 29.50 |
| K16 | AC | 6 | 8 | 29.50 |
| K1129 | AC | 11 | 16 | 29.95 |
| K634 | AC | 6 | 18 | 34.95 |
| K617 | AC-DC | 6 | 10 | 17.95 |
| K150 | AC-DC | 5 | 8 | 22.50 |
| JEWEL | | | | |
| 40 | AC-DC | 4 | 6 | 10.00 |
| 41 | AC-DC | 4 | 6 | 13.50 |
| 43 | AC-DC | 4 | 6 | 13.50 |
| 44 | AC-DC | 4 | 6 | 13.50 |

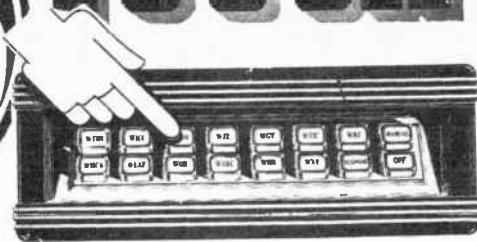
Prices Subject to Change Without Notice.

Largest selection of molded plastic
cabinet models in color ever offered
—from \$10.00 to \$29.50.

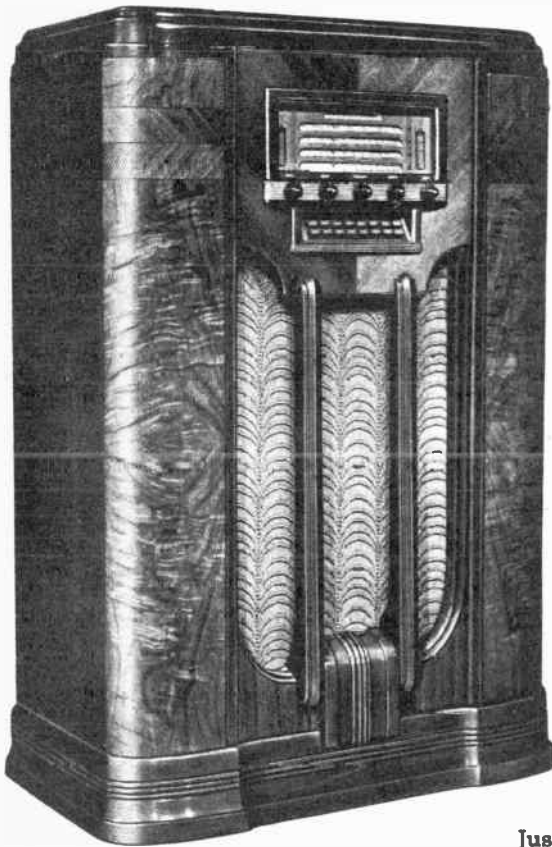
Introducing Crystalin—the new-
est and most beautiful plastic.



TOUCH TUNING



*Just press a button...
that's all!*

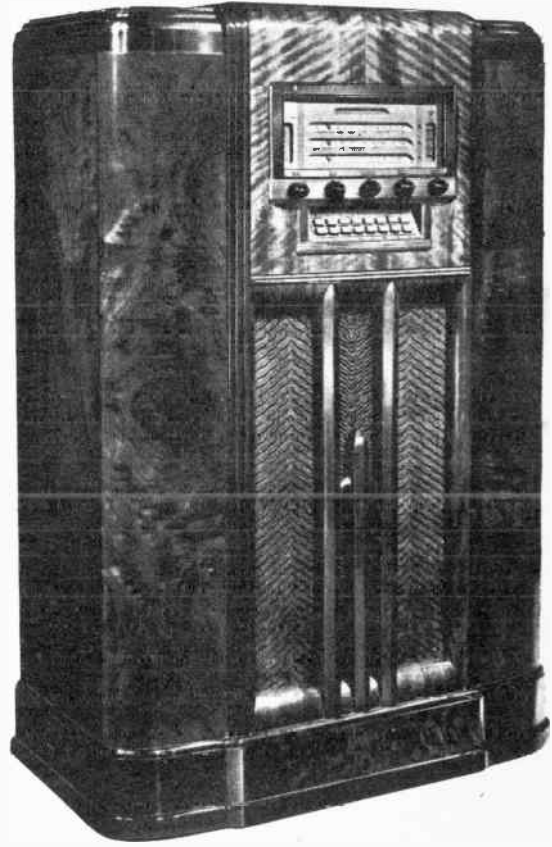


FOR 1938!

**G-E
PRE-TESTED
RADIO
TUBES**



Every G-E radio is equipped throughout with General Electric PRE-TESTED Radio Tubes to insure the radio owner the best performance in TONE, VOLUME and DISTANT RECEPTION. Every device known to science is employed to safeguard the quality of G-E Radio Tubes.



MODEL F-135
13 TUBES • 4 BANDS
AUTOMATIC TOUCH
TUNING
TONE MONITOR
LOUVER DIAL
540 to 43,000 kc.
12-INCH SPEAKER
20 WATTS OUTPUT.

List Price Complete\$210.00

No matter what General Electric Radio you choose, you get more in VALUE, QUALITY, and PERFORMANCE for your money than you've found before in radio.

Just press a button—that's all . . . there's your program—tuned AUTOMATICALLY, SILENTLY, INSTANTLY. One touch is all you make. It turns the radio on and dials the station. Here's easy, positive, quick, practical tuning—a radio you simply can't tune wrong.


The new G-E Touch Tuning Dial contains 16 buttons for controlling the following functions—13 buttons for any pre-selected American stations or short-wave bands, 1 button for rapid scanning of the dial, 1 button for manual operation, 1 button for turning radio "off." The speaker is silenced automatically as the Touch Tuning mechanism switches from one station to another. Stations not listed on the Touch Tuning Dial are easily tuned in the usual way.

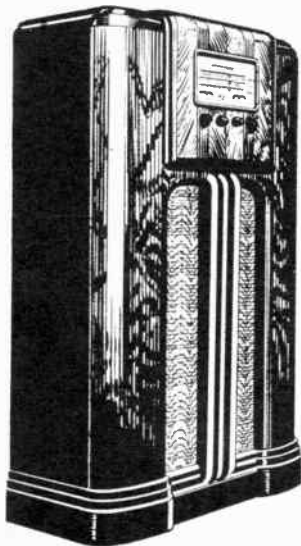
MODEL F-107
10 TUBES • 3 BANDS
AUTOMATIC TOUCH
TUNING
TONE MONITOR
LOUVER DIAL
540 to 18,000 kc.
12-INCH SPEAKER
10 WATTS OUTPUT

List Price Complete.....\$149.95

The new General Electric Radio Cabinets evidence custom-craftsmanship in details of construction. Five-ply panels are employed to prevent stretching and warping. Mortise-

Mail Your Orders to New York, Chicago or Atlanta

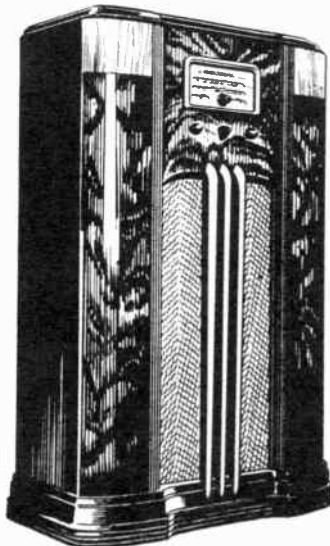
1938
NEW  **GENERAL ELECTRIC**
TONE MONITOR
RADIO



MODEL F-86 • 8 TUBES • 3 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. Automatic Band Indicator. 12-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. 2 stages of I.F. Tuning Range: 540 to 18,000 kc. Automatic Vernier Tuning. 5 Watts Output. A beautiful cabinet of select walnut veneers and Oriental wood. Size: 42 inches high, 27 3/4 inches wide, 12 inches deep.

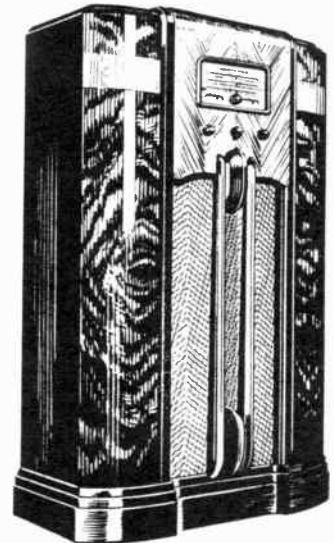
List Price Complete \$99.95



MODEL F-66 • 6 TUBES • 2 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. 12-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. I.F. Wave Trap. Tuning Range: 540 to 1720 kc., 2400 to 7000 kc. 5 Watts Output. Fine cabinet of conservative modern design in walnut veneers and zebrawood. Size: 38 1/2 inches high, 25 3/8 inches wide, 11 1/2 inches deep.

List Price Complete \$69.95

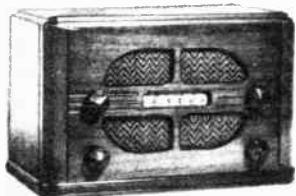


MODEL F-75 • 7 TUBES • 2 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. Automatic Band Indicators. 12-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. I.F. Wave Trap. Tuning Range: 540 to 18,000 kc. 5 Watts Output. 2 stages I.F. Excellent cabinet of choice walnut veneers. Size: 40 inches high, 25 3/8 inches wide, 12 1/4 inches deep.

List Price Complete \$84.95

TABLE MODELS WITH THE NEW *Tone Monitor* CIRCUIT



MODEL E-52
 5 TUBES 2 BANDS

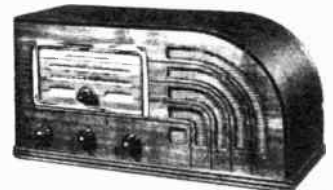
Sliding-rule Dial. 6 1/2-inch Stabilized Dynamic Speaker. 2-point Tone Control. Tuning Range: 540 to 4000 kc. 2.5 Watts Output. Graciously styled cabinet. Size: 8 1/2 inches high, 12 1/2 inches wide, 6 1/2 inches deep.

List Price Complete \$19.95

MODEL F-63
 6 TUBES 2 BANDS

Tone Monitor. Louver Dial Volume Control Indicator. 4-point Tone Control Indicator. 6 1/2-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. I.F. Wave Trap. Tuning Range: 540 to 1720 kc., 2400 to 7000 kc. 5 Watts Output. Modern-style Cabinet. Size: 8 1/2 inches high, 17 1/8 inches wide, 17 1/8 inches deep.

List Price Complete \$42.75



G-E TONE MONITOR

A newly perfected circuit that corrects tone distortion — result, a living miracle of tone reproduction in full depth, vibrance and brilliance.



G-E LOUVER DIAL

As easy to read as a ruler — each scale calibrated in a straight line, with separate scale for each band.



G-E VOLUME CONTROL INDICATOR

Enables even a child to preset the volume to the most desirable level for any station or program.



G-E TONE CONTROL INDICATOR

You visually adjust control for the following reproduction settings: **NORMAL**, emphasized **BASS**, emphasized **TREBLE**, crisp **SPEECH**, **FOREIGN** or distant reception.



G-E 2-STAGE I. F. SYSTEM

Picks up more stations. Permits sharp separation between stations of same signal strength.

Modell's Since 1889

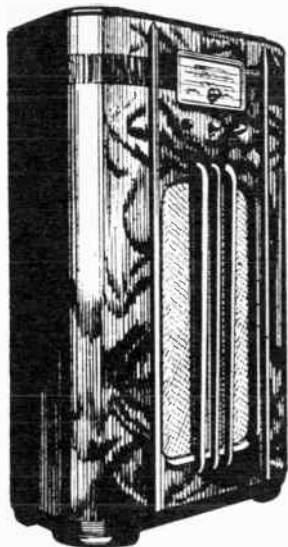
NEW YORK - CHICAGO - ATLANTA

GENERAL ELECTRIC

FOR 1938



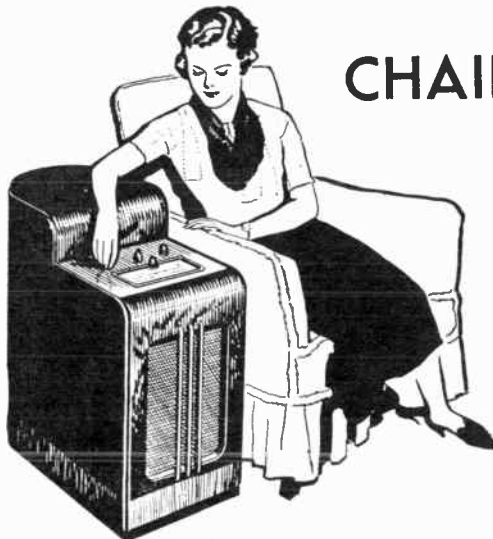
**NEW
TONE MONITOR
RADIO**



MODEL F-65 ● 6 TUBES ● 2 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. 8-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. I.F. Wave Trap. Tuning Range: 540 to 1720 kc., 2400 to 7000 kc. 5 Watts Output. Walnut veneer cabinet decorated with inlaid band of rosewood. Size: 38½ inches high, 24 inches wide, 11½ inches deep.

List Price Complete \$59.95



CHAIRSIDE Model

MODEL F-665

6 TUBES ● 2 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. 8-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. I.F. Wave Trap. Tuning Range: 540 to 1720 kc., 2400 to 7000 kc. 5 Watts Output. Modern "arm-chair" floor-type cabinet. Size: 25 inches high, 12 inches wide, 26 inches deep.

List Price Complete \$63.95



Superb Performance FROM THESE BEAUTIFUL
TABLE MODELS WITH THE NEW *Tone Monitor* CIRCUIT



MODEL F-70

7 TUBES 3 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. 8-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. I.F. Wave Trap. 2 stages of I.F. Tuning Range: 540 to 18,000 kc. Automatic Band Indicator. 5 Watts Output. Automatic Vernier Tuning. Smart cabinet styling with walnut veneers and zebra wood. Size: 10½ inches high, 20¾ inches wide, 9¾ inches deep.

List Price Complete \$63.50



MODEL F-81

8 TUBES 3 BANDS

Tone Monitor. Louver Dial. Volume Control Indicator. 4-point Tone Control Indicator. Automatic Band Indicator. 8-inch Stabilized Dynamic Speaker. Bass Compensation. AVC. Tuning Range: 540 to 18,000 kc. Automatic Vernier Tuning. 5 Watts Output. 2 stages of I.F. Streamlined modern style Cabinet. Size: 21¾ inches high, 16¼ inches wide, 11¾ inches deep.

List Price Complete \$74.95



MODEL F-53

5 TUBES 2 BANDS

Edge-lighted. Sliding-rule Dial. 6½-inch Stabilized Dynamic Speaker. 2-point Tone Control. I.F. Wave Trap. Tuning Range: 540 to 4000 kc. 2.5 Watts Output. Beautiful cabinet. Size: 9¾ inches high, 13 inches wide, 6¾ inches deep.

List Price Complete \$31.95

New delights await you when you hear the sensational tone marvel created by General Electric Radio engineers.

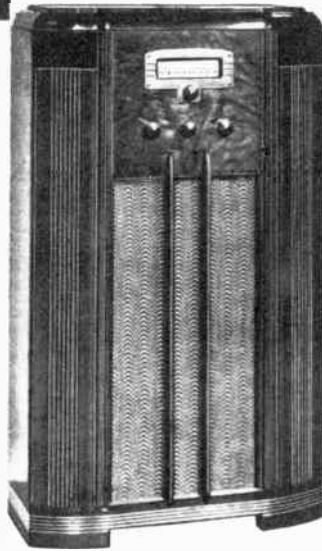
Send 10 cents for 100 page Electric Catalog No. 408

GENERAL ELECTRIC

2 volt "Air Cell" 1938 FARM Radio 6 volt Battery

5-TUBE MODELS

Tuning Range: 540 to 1600 kc. and 5800 to 18,000 kc. 2 stages of Intermediate Frequency Amplification. 2-point Tone Control. AVC. Sliding-rule Tuning Scale. Wave Trap. Super-sensitive Magnetic Speaker. (Model FB-56 uses 8-inch speaker. Model FB-52 uses 6½-inch speaker.) Attractive Battery Container.

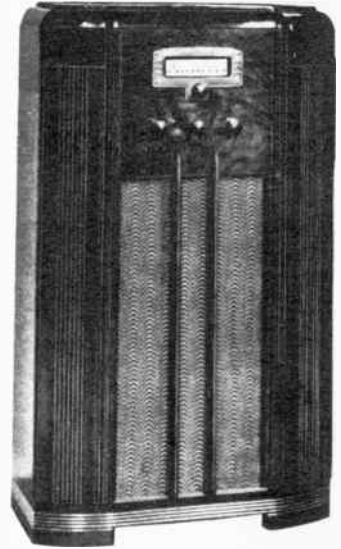


MODEL FB-56

List Price Complete \$49.95

5-TUBE MODELS

Tuning range: 540 to 1600 kc., and 5800 to 18,000 kc. 2 stages of Intermediate Frequency Amplification. 2-point Tone Control. AVC. Sliding-rule Tuning Scale. Wave Trap. Super-sensitive Magnetic Speaker. (Model FB-57 uses 8-inch speaker. Model FB-53 uses 6½-inch speaker.)



MODEL FB-57

List Price Complete \$59.95



MODEL FB-52

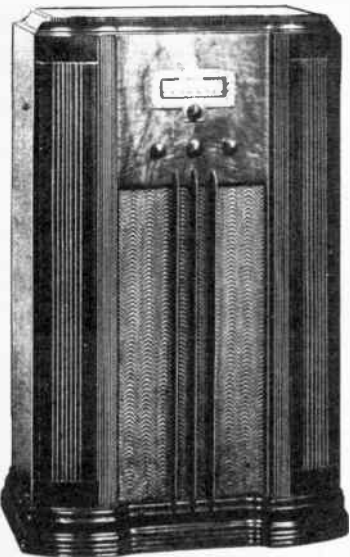
List Price Complete \$34.95



MODEL FB-53

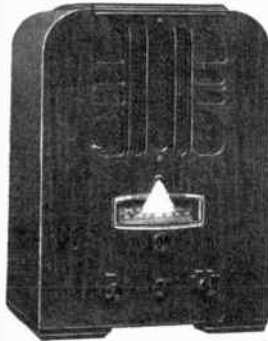
List Price Complete \$44.95

2 volt "Air Cell"



MODEL FB-76

List Price Complete \$69.95



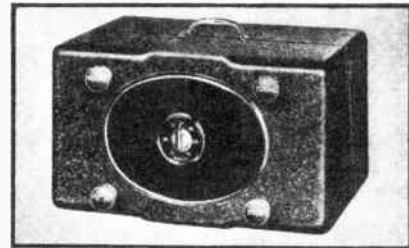
MODEL FB-72

List Price Complete \$54.95

7-TUBE MODELS

Colorama Tuning Indicator and Silent Tuning with Push-button Control. Tuning Range: 540 to 18,000 kc. (3 reception bands). Illuminated Dial. Sliding-rule Tuning Scale. 3-point Tone Control. Super Class "B" Amplification. Automatic Band Indicator. 2 stages of Intermediate Frequency Amplification. "ALNICORE" Permanent-magnet Dynamic Speaker. (Model FB-76 uses 12-inch speaker. Model FB-72 uses 8-inch speaker.)

NEW IN RADIO *Motorola* COMPANION RADIO



6-Tube All-Purpose Radio

The Galvin "Companion" combination 6-volt battery and 110-volt plug-in portable set can be used as a trailer radio, on outings or in the home as an auxiliary set. Merely flicking a switch effects change-over from 6-volt battery to 110-volt power-line operation. It is housed in a rugged metal case.

List Price Complete..... \$49.50

Modell's

Since 1889

NEW YORK - CHICAGO - ATLANTA

AUTO RADIO

8 METAL TUBES *For Rugged Endurance!*

● 8 G-E METAL TUBES—plus synchronous-type vibrator—providing 12-tube performance... resulting in extremely quiet, more stable and superior performance.

● AUTOMATIC FREQUENCY CONTROL—a new safeguard driving feature that enables you to concentrate on operating the car while the program is *automatically* hairline tuned for perfect Focused Tone reception. You move the pointer to approximately the station's dial position—and *instantly* the program comes in, tuned perfectly and accurately. This amazing new feature insures safe driving and provides greater radio enjoyment.

● TUNING RANGE—540 to 1600 kilocycles... receives standard American broadcast frequencies with amazing sensitivity and selectivity.

● 6 1/2-INCH BUILT-IN ELECTRO-DYNAMIC SPEAKER—insures tone reproduction as realistic as that obtained with a home-type receiver. Clear tones. No distortion.

● EASY TO INSTALL—in any make of car, regardless of model or year. You have a choice of Under Instrument Panel, or a "Custom-built" Instrument Panel Control that harmonizes with the beauty of modern car interiors. Chassis Case size: 9 inches wide, 8 inches high, 7 3/8 inches deep.

New G-E Auto Radio Model FA-80



MODEL FA-80

List Price Complete.....\$64.95

**Safety Tuning*

***SAFETY FIRST!** No diverting dial jiggling while driving now. When the tuning indicator of this new G-E reaches the proximity of the station's dial position, the Automatic Frequency Control instantly tunes the program to perfect accuracy.

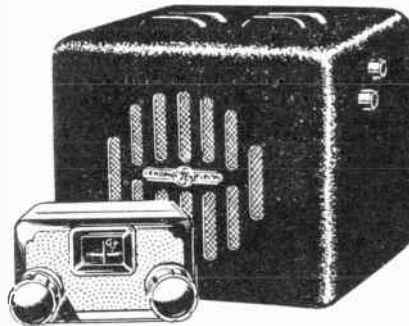


MODEL FA-61

Think of all the pleasure the driver at the wheel and the passenger in the car receive by keeping in touch with the world while driving along the highway. This new G-E Auto Radio is an ideal car companion for tourists, salesmen, doctors, business men and farmers. It is comparable in performance, operation and quality with other famous General Electric Radio models.

● 6 G-E Metal tubes—plus synchronous-type vibrator, providing 8-tube performance. ● Tuning Range: 540 to 1600 kilocycles. ● 6 1/2-inch Built-in Dynamic Speaker. 2-point Tone Control. ● Antenna Circuit-matching System. ● Automatic Volume Control. ● 4 Watts Output. "Custom-built" Instrument Panel Control that harmonizes with every type of car interior. Easy to install.

List Price Complete.....\$49.95



MODEL FA-60

● 6 Metal Tubes (8-tube performance). ● Tuning Range: 540 to 1600 kilocycles. ● 6 1/2-inch Built-in Speaker. ● Antenna Circuit-matching System. ● Automatic Volume Control. ● 4 Watts Output. ● "Custom-built" Instrument Panel Control.

List Price Complete
\$39.95

NEW 1938 ELECTRICAL ESSENTIALS CATALOG No. 408

Send 10 cents (coin or stamps) to cover cost of mailing.

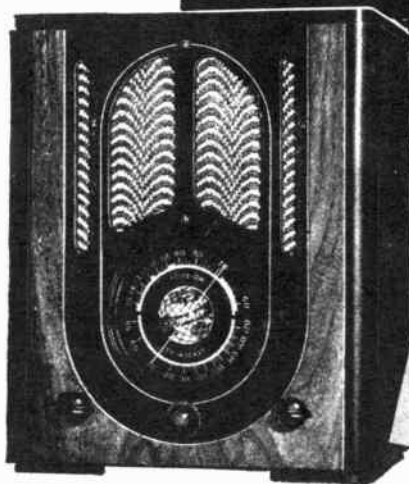
Complete  Line
— For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|-----------|---------|-------|---------|------------|
| F-52 | AC | 5 | 14 lbs. | \$ 19.95 |
| F-53 | AC | 5 | 17 | 31.95 |
| F-63 | AC | 6 | 20 | 42.75 |
| F-70 | AC | 7 | 29 | 63.50 |
| F-81 | AC | 8 | 39 | 74.95 |
| F-65 | AC | 6 | 50 | 59.95 |
| F-665 | AC | 6 | 62 | 63.95 |
| F-66 | AC | 6 | 59 | 69.95 |
| F-75 | AC | 7 | 66 | 84.95 |
| F-86 | AC | 8 | 79 | 99.95 |
| F-107 | AC | 10 | 94 | 149.95 |
| F-135 | AC | 13 | 121 | 210.00 |
| F-78 | AC | 7 | 117 | 149.95 |
| F-109 | AC | 10 | 160 | 325.00 |
| FAD-61 | AC-DC | 6 | 22 | 31.95 |
| FAD-63 | AC-DC | 6 | 20 | 42.75 |
| FAD-65 | AC-DC | 6 | 50 | 59.95 |
| FAD-665 | AC-DC | 6 | 62 | 63.95 |
| FB-52 | 2 volt | 5 | 19 | 34.95 |
| FB-53 | 6 volt | 5 | 45 | 44.95 |
| FB-72 | 2 volt | 7 | 21 | 54.95 |
| FB-73 | 6 volt | 7 | 28 | 64.95 |
| FB-56 | 2 volt | 5 | 26 | 49.95 |
| FB-57 | 6 volt | 5 | 52 | 59.95 |
| FB-76 | 2 volt | 7 | 53 | 69.95 |
| FB-77 | 6 volt | 7 | 60 | 79.95 |
| AUTO SETS | | | | |
| FA-60 | 6 volt | 6 | 22 | 39.95 |
| FA-61 | 6 volt | 6 | 22 | 49.95 |
| FA-80 | 6 volt | 8 | 23 | 64.95 |

Prices Subject to Change Without Notice.

Every Radio Shipped in Original Factory Cartons

★ *Crosley Sets a Sizzling Pace with*
1938 SENSATIONAL RADIO VALUES!



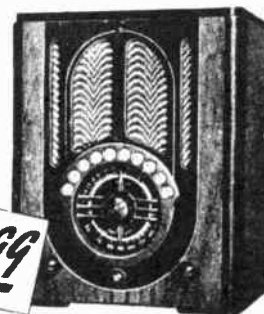
CROSLEY FIVER

WITH FOREIGN RECEPTION

Always the world's greatest radio value . . . now even greater than ever. The new Crosley FIVER now incorporates Foreign Reception—plus many other new features, new 3-dimensional dial, and beautiful new cabinet design.

CROSLEY FIVER—5-tube Superheterodyne; 510-1720 Kc.; 5300-15,100 Kc.; Illuminated Three-dimensional Dial; 5" Floating Coil, Electro-Dynamic Speaker; Automatic Volume Control; Power Supply Noise Filter; beautiful two-tone inlaid cabinet with matching grille cloth. Dimensions: 12½" high, 10½" wide, 6¾" deep.

\$19.99



CROSLEY TELETUNE FIVER

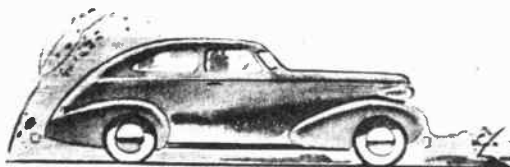
The new Crosley FIVER is now available also with the Teletune Dial . . . for convenient tuning of your favorite programs. Sensationally priced, yet incorporating all the many fine features of the regular FIVER—including Foreign Reception—the Crosley Teletune FIVER is certain to produce extra FIVER sales for Crosley Dealers.

\$20.99

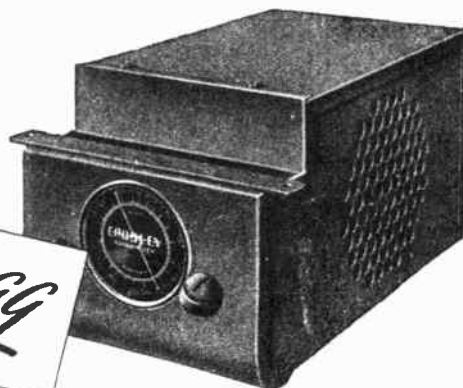
CROSLEY FIVER ROAMIO

5-TUBE SUPERHETERODYNE AUTOMOBILE RADIO

"It couldn't be done" . . . but Crosley did it!—built a dependable car radio to sell for less than \$20. For the first time in radio history there is a complete car radio, backed by a nationally known name, selling for such an astoundingly low price. The new Crosley FIVER Roamio is the sales sensation of the year . . . initial sales are almost unbelievable . . . eventual sales possibilities tremendous. Check these features: 5 Octal Base Tubes in a Standard Circuit; Full Automatic Volume Control; Sufficient Output to be heard at any speed; large High-Visibility, Illuminated Dial; easy to tune; ONE PIECE INSTALLATION; Low Battery Drain.



\$19.99



WHATEVER HAPPENS . . . YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

THE 1938 ALL-STAR RADIO LINE

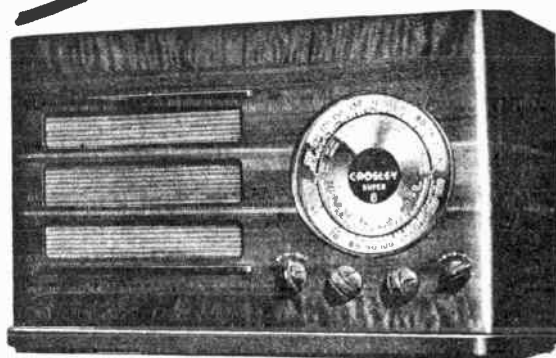
CROSLEY SUPER 8

A superb new table model that gives the same fine tonal quality and selective reception usually found only in higher priced console models. Ideal for small apartments where limited space restricts the use of a console model.

8 Octal Base tubes; 3 bands, 535-22,000 Kc. continuous; Push-pull output (5 watts maximum); Automatic Volume Control; 8" Electro-dynamic speaker; Line noise filter; Gold reflector type Mirro-Dial with calibrations fused on convex glass dial; Walnut veneer cabinet with gold-finished escutcheons; Front and side panels of sliced and stump walnut; Decorative maple inlays; 2 gold grille bars. Dimensions: 10 $\frac{1}{4}$ " high, 16 $\frac{7}{8}$ " wide, 7 $\frac{3}{8}$ " deep.

8 TUBES
\$39⁹⁵

POWERFUL



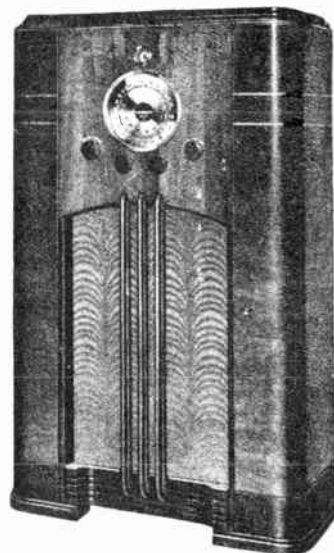
CROSLEY SUPER 11

One of the brightest stars in the Crosley All-Star Line . . . an unsurpassed radio value that offers all the latest and most desirable features and advancements, plus new cabinet beauty comparable to the most expensive console models on the market.

11 Octal Base tubes; 3 bands, 535-22,000 Kc. continuous; Push-pull output (10 watts maximum); Automatic Volume Control; Tone Control; Electron Ray tuning indicator; 10" Electro-dynamic speaker; Line noise filter; Gold reflector type Mirro-Dial with calibrations fused on convex glass dial; Half round walnut front panel with gold-finished escutcheon and decorative inlays; V-notched and half round walnut pilasters and side panels; Top of sliced walnut. Dimensions: 10" high, 24" wide, 12 $\frac{3}{4}$ " deep.

11 TUBES
\$69⁹⁵

SUPER
11



YOU'RE THERE WITH A CROSLEY

America's Largest Standard Set House

Crosley

1938 CROSLY ALL-STAR RADIO LINE ARE THE GREATEST IN CROSLY HISTORY!



FIVER
\$22.95

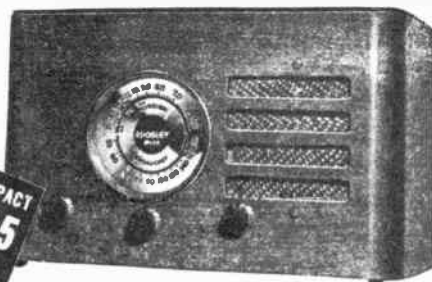
★ CROSLY FIVER

A strikingly beautiful cabinet of pleasing proportions for this set which is more than ever "The World's Greatest Radio Value." The gracefully rounded front and side panels are highly figured walnut veneer. Dimensions: 12 1/2" high, 10 7/8" wide, 6 13/16" deep. **\$22.95**

Crosley Fiver with Quiktune Dial..... **\$23.95**

FIVER COMPACT . . . Another brilliant Fiver in the popular compact type cabinet. Uses the same Fiver chassis and offers all the famous Fiver features . . . receives both foreign and American signals. Rounded front and side panels of figured walnut veneer. Dimensions: 8 1/4" high, 13-7/10" wide, 0-13/10" deep . . . **\$22.95**

With Crosley Quiktune Dial..... **\$23.95**



FIVER COMPACT
\$22.95

QUIKTUNE DIAL

Swing quickly from one station to another with a simple flick of the dial. Hand hammered bronze finish escutcheon with ten openings. Call letters provided for quick insertion.



CHAIRSIDE FIVER
\$27.95

CHAIRSIDE FIVER . . . A new Crosley creation that provides the ultimate in radio tuning convenience. Serves also as a smart and useful piece of furniture . . . blends harmoniously into the decorative scheme of any room. Incorporates regular Fiver chassis with American and foreign wave bands and new Mirro-Dial. Dimensions: 17 1/4" high, 12 1/4" wide, 10 1/4" deep. Available in 3 attractive color combinations: Chinese Red bakelite top, red feet, black knobs, and jet black wrinkle finish cabinet. . . . **\$27.95**

Brown wrinkle finish cabinet with black bakelite tray, black feet and brown knobs. . . . **\$27.95**

Beautiful walnut grained finish with black bakelite tray, brown knobs and black feet. . . . **\$29.95**



Dial in the World
with the new
TELETUNE FIVER

Foreign Reception
with the new
CROSLY FIVER

Complete CROSLY Line — For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|----------------|---------|-------|---------|------------|
| Fiver | AC | 5 | 14 lbs. | \$ 19.99 |
| Teletune | AC | 5 | 14 | 20.99 |
| Mirro-Dial ... | AC | 5 | 15 | 22.95 |
| Quiktune | AC | 5 | 15 | 23.95 |
| Compact | AC | 5 | 14 | 22.95 |
| Quiktune | AC | 5 | 15 | 23.95 |
| Chairside | AC | 5 | 26 | 27.95 |
| Console | AC | 5 | 32 | 39.95 |
| Super 8 | AC | 8 | 22 | 39.95 |
| Super 11 | AC | 11 | 58 | 69.95 |
| AUTO RADIO | | | | |
| Roamio | 6 volt | 5 | 18 | 19.99 |

Prices Subject to Change Without Notice.

FEATURE for feature, the Crosley Fiver Radios are the best you have ever seen in anywhere near the same price range. Super-sensitive reception and selectivity. The Superheterodyne receiver tunes not only American stations, 540 to 1720 kc., but also short wave foreign broadcasts in 5,800-15,400 kc. band which includes amateur and aircraft calls. Includes: Five-inch electro-dynamic speaker; full vision, edge illuminated 3 dimensional Mirro-Dial with graduations fused on the convex glass; Pentode output tube, Automatic volume control, Power supply noise filter, Antenna and ground terminal board, Two watts output; and many other features.

★ QUIKTUNE FIVER CONSOLE

A superb 5-tube console radio that features the Crosley Quiktune Dial. The vernier dial knob control remains for sharp tuning on distant stations. In addition to the wonderful features of the Fiver radio this model has an 8-inch full floating, moving coil, electro-dynamic speaker with plug-in type cable. The top and front panels of the beautiful cabinet are highly figured stump walnut veneer with fluted pilasters. Dimensions: 38" high, 22 1/8" wide, 10 5/8" deep. . . . **\$39.95**



FIVER CONSOLE
\$39.95

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

Emerson 1938 Radio

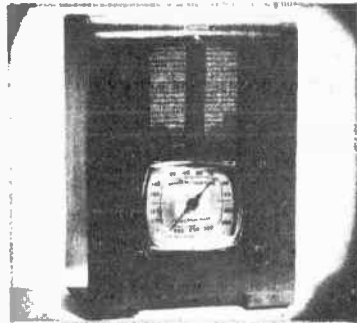


Model AR-176 . . . \$44.95

Six-Tube AC Superheterodyne. American, Foreign, Police—6½-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 5 Watts Output. Cabinet of Hand-rubbed Walnut.

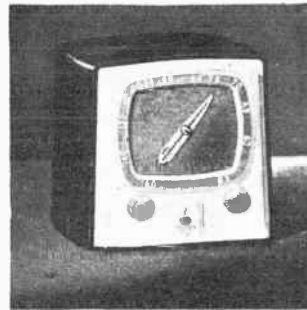
Model AP-176 . . . \$44.95

Six-Tube AC-DC Superheterodyne. American, Foreign, Police and Weather. Similar to Model AR-176.



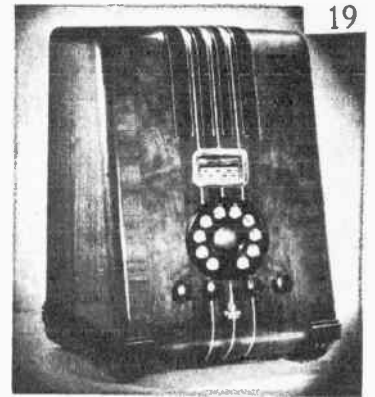
Model R-156 . . . \$22.95

Five-Tube AC Superheterodyne. Standard American Broadcast, all Police Bands, Amateur and Aeroplane Stations. 6½-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 3 Watts Output . . . Cabinet of Hand-rubbed figured Walnut.



Model Q-157 . . . \$14.95
(Walnut)

Ivory, Black-and-Ivory \$16.95
Four-Tube AC-DC Compact, Standard American Broadcast and Police Calls. Advanced type of T.R.F. Circuit. Electro Dynamic Speaker. Oversize Grille Dial. Audio Overload Control. Built-in Antenna. Bakelite cabinet. Colors: Walnut, Ivory and Black-and-Ivory.



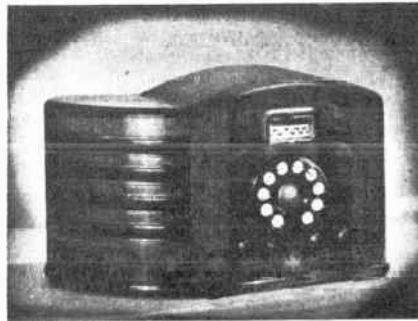
Model AT-170 . . . \$49.95

With "Miracle Tone Chamber" and Automatic Tuning. Six-Tube AC Superheterodyne. American, Foreign, Police—6½-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 5 Watts Output. Cabinet of Hand-rubbed Walnut with Maple Trim.



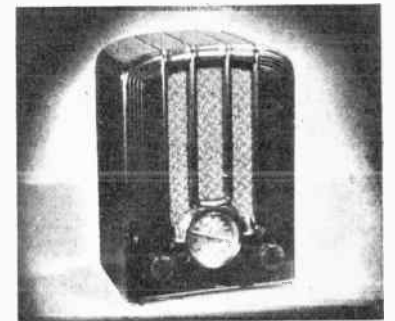
Model AM-131 . . . \$29.95

Six-Tube AC-DC Superheterodyne American, Foreign, Police—6½-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. Beam Power Tube. Cabinet of Hand-rubbed Walnut and Mahogany.



Model AT-172 . . . \$54.95

With "Miracle Tone Chamber" and Automatic Tuning. Six-Tube AC Superheterodyne. American, Foreign, Police—6½-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 5 Watts Output. Cabinet of Hand-rubbed Contrasting Figured Walnut.

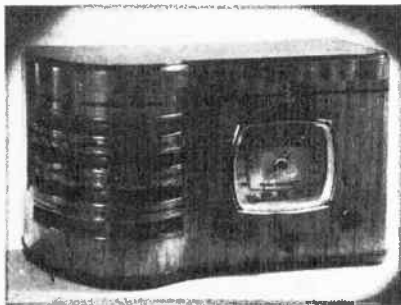


Model AD-108 . . . \$19.95

(Walnut)

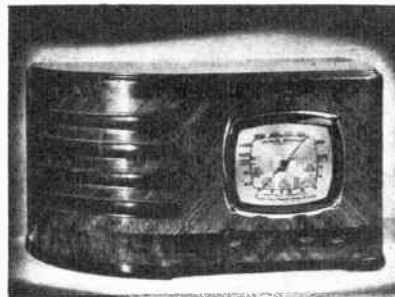
Ivory . . . \$22.95

Five-Tube AC-DC Superheterodyne Compact. Standard Broadcast, all Police Bands, Amateur and Airplane Stations. Automatic Volume Control. Dynamic Speaker. Beam Power Tube. Built-in Antenna. Bakelite cabinet. Colors: Walnut and Ivory.



Emerson Model R-167 . . . \$29.95

With the "Miracle Tone Chamber." Five-Tube AC Superheterodyne. Standard American Broadcast, All Police Bands and Amateur Stations. 6½-Inch Dynamic Speaker. 3 Watts Output. Automatic Volume Control. Tone Control. Hand-rubbed Walnut and Oriental Wood Cabinet.



Model AR-173 . . . \$49.95

With "Miracle Tone Chamber." Six-Tube AC Superheterodyne. American, Foreign, Police—6½-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 5 Watts Output. Cabinet of Hand-rubbed Contrasting Figured Walnut.



Model AL-168 . . . \$25.95

Six-Tube AC-DC Superheterodyne. Standard American Broadcast. All Police Bands, Amateur and Aeroplane Stations—6½-Inch Dynamic Speaker. Automatic Volume Control. Beam Power Tube. Built-in Antenna. Hand-rubbed Walnut and Oriental Wood cabinet.

Send 10 cents for 100 page Electric Catalog No. 408

Emerson COMBINATION Radio

Complete EMERSON Line
— For 1938 —

RADIO AND PHONOGRAPH



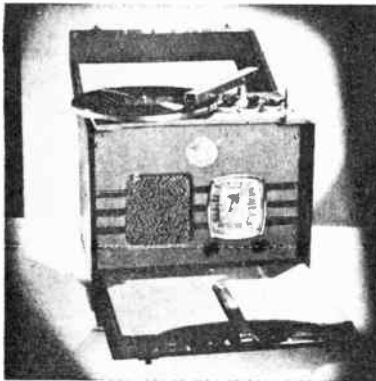
Model AR-166 . . . \$89.95
With "Miracle Tone Chamber". Six-Tube AC Superheterodyne. American, Foreign, Police. 6 1/2-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 5 Watts Output. Cabinet of Hand-rubbed Contrasting Figured Walnut. PHONOGRAPH: AC Motor. High Fidelity Crystal Pick-up. Plays 10-in. and 12-in. records.

Model AP-166 . . . \$89.95
With "Miracle Tone Chamber". American, Foreign, Police and Weather. 6-Tube AC-DC Superheterodyne. PHONOGRAPH Motor operates on either AC or DC. Otherwise similar, in main respects, to Model AR-166 (above).



Model AR-177 . . . \$99.95
With "Miracle Tone Chamber". Six-Tube AC Superheterodyne. American, Foreign, Police. 6 1/2-Inch Dynamic Speaker. Automatic Volume Control. Tone Control. 5 Watts Output. Cabinet of Hand-rubbed Contrasting Figured Walnut. PHONOGRAPH: AC Motor. High Fidelity Crystal Pick-up. Plays 10-in. and 12-in. records.

Model AP-177 . . . \$99.95
With "Miracle Tone Chamber". American, Foreign, Police and Weather. 6-Tube AC-DC Superheterodyne. PHONOGRAPH Motor operates on either AC or DC. Otherwise similar to Model AR-177 (above).



Model AL-164 (Portable) \$79.95
Combination Radio and Phonograph. Six-Tube AC-DC Superheterodyne. Standard American Broadcast, All Police Bands, Amateur and Aeroplane Stations — 6 1/2-Inch Dynamic Speaker. Automatic Volume Control. Beam Power Tube. Built-in Antenna. PHONOGRAPH, with High Fidelity Crystal Pick-up. Plays 10-in. and 12-in. records. Completely portable.



Model AJ-137 . . . \$39.95
(Less Batteries)
Portable Model. 2-Volt Battery Radio. Five-Tube Superheterodyne. (7 Tube Performance). All Contained Portable. Standard American Broadcast and Police Calls — Automatic Volume Control. Low Battery Drain. Batteries Required: 2 No. 6 Dry Cell; 3 Portable Type 45-Volt "B" (NO "C" NEEDED)

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|----------------|---------|-------|--------|------------|
| Q157 Wal. | AC-DC | 4 | 8 lbs. | \$ 14.95 |
| Q157 Ivory | AC-DC | 4 | 8 | 16.95 |
| Q157 Bl.-lv. | AC-DC | 4 | 8 | 16.95 |
| AD-108 Wal. | AC-DC | 5 | 9 | 19.95 |
| AC-149 Wal. | AC | 5 | 14 | 19.95 |
| AC-149 Bl.-lv. | AC | 5 | 14 | 22.95 |
| AD-108 lv. | AC-DC | 5 | 9 | 22.95 |
| R-156 | AC | 5 | 14 | 22.95 |
| Q-188 | AC-DC | 4 | 12 | 24.95 |
| AL-168 | AC-DC | 6 | 11 | 25.95 |
| R-153 | AC | 5 | 16 | 26.95 |
| R-167 | AC | 5 | 14 | 29.95 |
| AM-131 | AC-DC | 6 | 12 | 29.95 |
| R-158 | AC | 5 | 14 | 34.95 |
| AM-187 | AC-DC | 6 | 15 | 34.95 |
| AM-169 | AC-DC | 6 | 14 | 39.95 |
| AR-171 | AC | 6 | 18 | 39.95 |
| AR-176 | AC | 6 | 22 | 44.95 |
| AP-176 | AC-DC | 6 | 20 | 44.95 |
| AR-173 | AC | 6 | 22 | 49.95 |
| AT-170 | AC | 6 | 25 | 49.95 |
| AP-185 | AC-DC | 6 | 21 | 49.95 |
| AR-180 | AC | 6 | 55 | 49.95 |
| AT-172 | AC | 6 | 23 | 54.95 |
| R-189 | AC | 5 | 31 | 59.95 |
| AT-181 | AC | 6 | 57 | 69.95 |
| AR-174 | AC | 6 | 51 | 79.95 |
| AP-174 | AC-DC | 6 | 45 | 79.95 |
| AL-164 | AC-DC | 6 | 28 | 79.95 |
| AR-166 | AC | 6 | 46 | 89.95 |
| AP-166 | AC-DC | 6 | 43 | 89.95 |
| AB-182 | AC | 14 | 71 | 89.95 |
| X-178 | AC | 15 | 74 | 99.95 |
| AR-177 | AC | 6 | 45 | 99.95 |
| AP-177 | AC-DC | 6 | 34 | 99.95 |
| AR-165 | AC | 6 | 65 | 119.95 |
| AP-165 | AC DC | 6 | 55 | 119.95 |
| X-183 | AC | 15 | 82 | 119.95 |
| AB-184 | AC | 14 | 89 | 139.95 |
| X-175 | AC | 15 | 225 | 750.00 |
| AJ-149 | 2 volt | 5 | 12 | 19.95 |
| AJ-130 | 2 volt | 5 | 12 | 29.95 |
| AJ-137 | 2 volt | 5 | 17 | 39.95 |
| AF-179 | 2 volt | 7 | 17 | 49.95 |
| AS-179 | 6 volt | 6 | 23 | 49.95 |
| AF-176 | 2 volt | 7 | 21 | 54.95 |
| AUTO SETS | | | | |
| U-154 | 6 volt | 6 | 20 | 39.95 |
| V-155 | 6 volt | 8 | 30 | 59.95 |

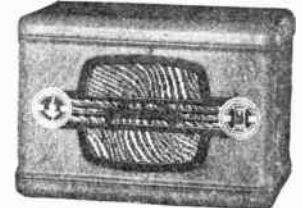
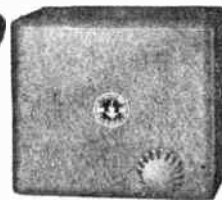
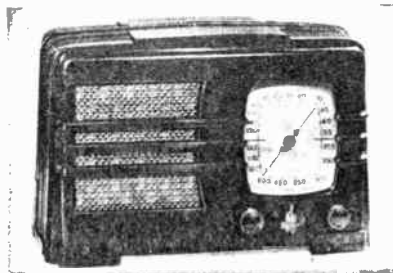
Prices Subject to Change Without Notice.

Emerson AUTO Radio

Emerson FARM Radio

Model AJ-149 . . . \$19.95
(Less Batteries)

2-Volt Battery Radio — Five-Tube Superheterodyne (7-tube Performance). Standard American Broadcast and Police Calls — Automatic Volume Control. Alnico Permanent Magnet Dynamic Speaker. Batteries required: One 2, 2 1/2 or 3-volt "A", three 45-volt "B" (No "C" needed). Walnut Bakelite Cabinet.



Model V-155 . . . \$59.95

Eight-Tube Superheterodyne with external Eight-Inch Electro Dynamic Speaker. Quiet Automatic Volume Control. Tone Control. No spark plug suppressors necessary. Car's 6-volt storage battery sole source of power. DeLuxe die-cast cabinet, platinum gray finish.

Model U-154 . . . \$39.95

Six-Tube Superheterodyne with built-in Electro-Dynamic Speaker. Quiet Automatic Volume Control. Tone Control. No spark plug suppressors necessary. Car's 6-volt storage battery sole source of power. Platinum gray metal cabinet.

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

**ANOTHER
RCA VICTOR
FIRST!**

Magic Voice with Electric Tuning!

39 new 1938 models announced!



NEW OVERSEAS DIAL
Foreign and short wave stations are 50 times easier to tune!



NEW SONIC-ARC MAGIC VOICE
Makes the famous Magic Voice more tone-full than ever!



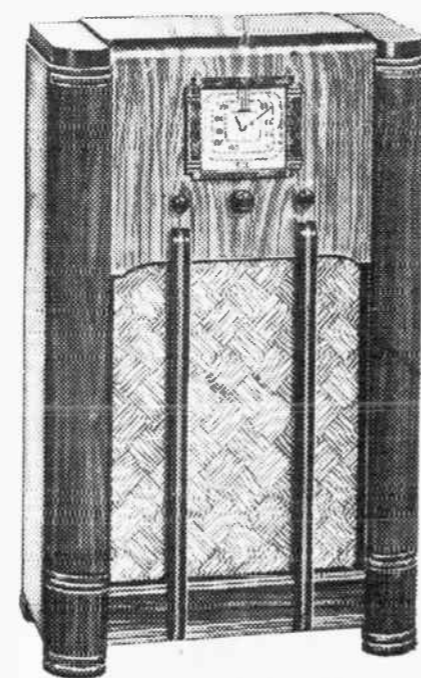
NEW BEAUTY-TONE CABINETS
Only RCA Victor offers you the Beauty-Tone cabinets!



NEW!
ELECTRIC TUNING
with Arm Chair Control
Simple as Pushing an Electric Light Button

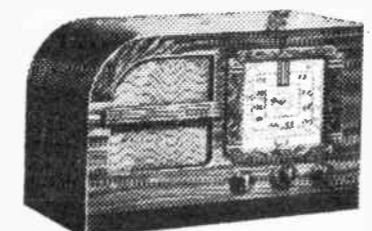


**MAGIC VOICE
MAGIC BRAIN
MAGIC EYE
METAL TUBES**



RCA VICTOR CONSOLE 86K-7—A smart, ultra-modern 6-tube Superheterodyne of impressive simplicity that tunes in everything to be desired on domestic and international short-wave entertainment bands including 13 meters. Police, aviation and amateur calls. Illuminated Sunburst Dial with Vernier tuning and Band Indicator in dial. 12" Electro Dynamic Speaker; Automatic Volume Control and Tone Compensation; Tone Control; Antenna Wave Trap; Phonograph Connection; and RCA Metal Tubes. 4.5 watts output. H 40", W 24 1/4", D 12 1/2"

List Price Complete..... \$77.95



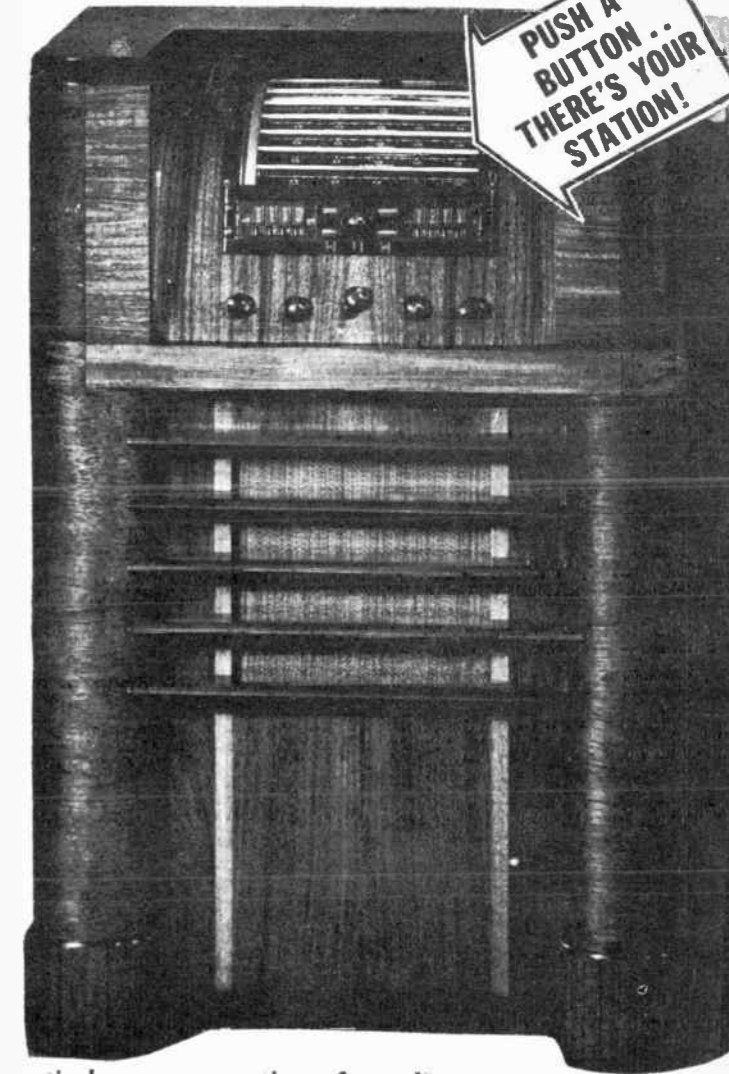
RCA VICTOR TABLE MODEL 86T—This smart-looking, chest-type, 6-tube Superheterodyne brings in a wealth of entertainment on standard broadcast and international entertainment bands. Band Indicator on Sunburst Dial with Vernier Pointer. Dynamic Speaker. Phonograph Connection and RCA Metal Tubes—a real buy! H 11 1/2", W 17", D 8 1/2"

List Price Complete... \$44.95



RCA VICTOR 85T-1—An appealing 5-tube, chest-type Superheterodyne table model designed in the modern manner. Covers all standard broadcast bands and 49, 31, 25, 19 and 16-meter bands plus police, aviation and amateur calls. Big, easy-to-read Illuminated Dial. Automatic Volume Control; Dynamic Speaker—4 watts output. Extra Sensitivity and Selectivity. H 8 1/4", W 13 3/8", D 7 1/2"

List Price Complete..... \$32.95



**PUSH A
BUTTON...
THERE'S YOUR
STATION!**

Model 813K—An entirely new conception of a radio set

Look at this big RCA Victor Electric Tuning model. See the sensational Overseas Dial with its five 9-inch-wide tuning hands. Note the buttons that tune your favorite stations at the touch of your finger. Study the lovely proportions and fine lines of its Beauty-Tone cabinet built to share in creating the tone-full quality of the Sonic-Arc Magic Voice. Thrilling 13-tube performance.

List Price Complete..... \$215.50




MILLIONS have been asking for it! Now RCA Victor delivers it... a radio set with which you can tune to your favorite station by simply pushing a button. *Electric Tuning—truly automatic.*
The big open-faced dial is an "overseas" switchboard. Now you can tune foreign stations as easily as domestic. Push a button, and you get your favorite local station. Another button for another station. And so on, around and among your favorite stations, as you please! No dialing! No twisting anything around! Just

a button to push—the same as turning on a light in your living room. That's RCA Victor Electric Tuning!
Nor is this all! For a few dollars more you can have Electric Tuning with Armchair Control. Then you automatically tune the SONIC-ARC Magic Voice from your easy chair, or even from another room.
Finer tuning at every price
Remember this, too! The 1938 RCA Victor Radios offer you a choice among 39 models.

Whatever you pay, whichever you choose, you will get an instrument with easier, finer, more exact tuning... an instrument that will make radio entertainment more exciting, more interesting. You will discover that RCA Victor experience creates *finer radio sets*, that cost no more to buy.

RCA presents the "Magic Key" every Sunday 2 to 3 P. M., E. D. T., on NBC Blue Network

Why "RCA ALL THE WAY" means extra value to you

Through the National Broadcasting Company, one of the RCA family, RCA creates and broadcasts the majority of network programs.
From practical experience in radio communication with 47 countries and ships on all seas, RCA knows how to build superb short wave broadcasting and receiving equipment. Through Victor, RCA has the benefit of 39 years of sound reproduction experience.
RCA is the only company that makes everything in radio—from microphone to receiving set. You get this extra value of radio that is RCA ALL THE WAY when you buy RCA Victor.

RCA Victor



Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

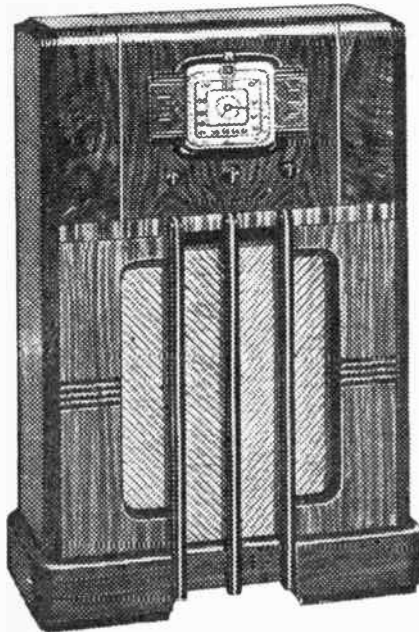
30 Day Trial - Three Year Written Guarantee



RCA Victor

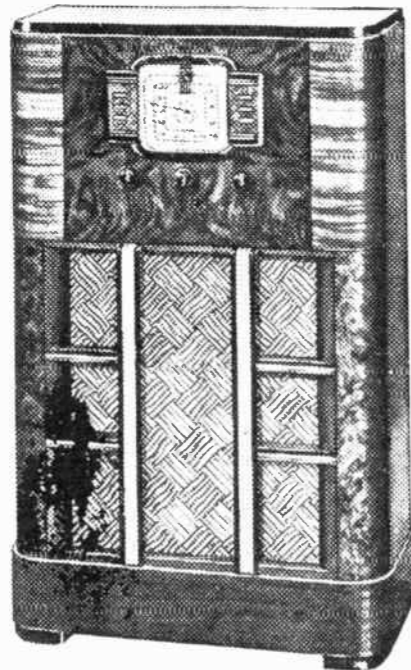
RCA Manufacturing Co., Inc.,
Camden, N. J. A service of the
Radio Corporation of America

1938 WORLD-WIDE RADIO



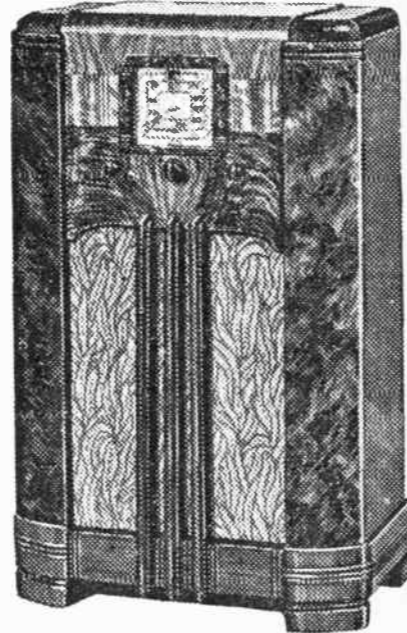
RCA VICTOR CONSOLE 88K—There's a big thrill in this 8-tube Superheterodyne with the famous Magic Brain, Magic Eye and RCA Metal Tubes. Tunes in all standard and foreign short-wave broadcast bands including the 49, 31, 25, 19, 16 and 13-meter bands, police, aviation and amateur calls. Has 4.5 watts output, a 12" Dynamic Speaker; New Sunburst Dial with Vernier tuning; Illuminated Band Indicator; Illuminated Lane Indicator; Automatic Volume Control; Automatic Tone Compensation; Phonograph Connection. H 40", W 26½", D 12¾".

List Price Complete \$103.45



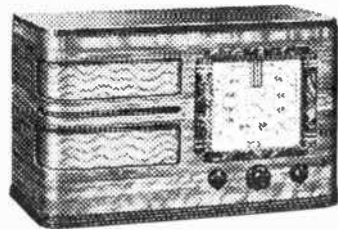
RCA VICTOR CONSOLE 810K—Tune in the world with this marvelous Magic Brain, Magic Eye, 10-tube Superheterodyne with RCA Metal Tubes. Brings in a world of entertainment on all standard broadcast bands, and all short-wave entertainment bands down to 13 meters. 12 watts output through a big, 12" Dynamic Speaker. New Sunburst Dial with Vernier Pointer and Illuminated Tune and Band Indicators. Automatic Volume Control; Automatic Tone Compensation; Tone Control. Connection for Phonograph. H 42", W 26", D 12".

List Price Complete \$135.45



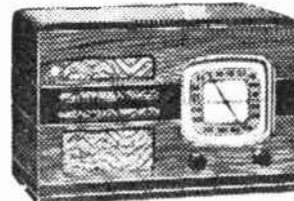
RCA VICTOR CONSOLE 87K—A beautiful 7-tube Superheterodyne with Magic Eye and RCA Metal Tubes. Tuning range covers standard-wave broadcasting and international 49, 31, 25, 19, 16 and 13-meter short-wave reception with police, aviation and amateur calls. 12" Dynamic Speaker, 4.5 watts output, Sunburst Dial with Vernier tuning and Band Indicator; Tone Control; Automatic Volume Control and Tone Compensation; Phonograph Connection. Big, smart-looking, modern console cabinet. H 40", W 25½", D 13¼".

List Price Complete \$93.45



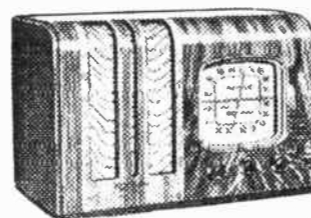
RCA VICTOR TABLE MODEL 87X—Larger, more sensitive and more powerful AC-DC table-model Superheterodyne designed in the modern manner. Covers tuning range of model 86X plus 13-meter band. 7 tubes and large speaker. Sunburst Dial with Vernier Pointer and Band Indicator; Automatic Volume Control; Tone Compensation; Phonograph Connection; Wave Trap. H 11¼", W 18¼", D 8½".

List Price Complete \$60.45



RCA VICTOR TABLE MODEL 85T—An ornamental chest-type 5-tube Superheterodyne with many big-set features including Dynamic Speaker. Tunes in all standard broadcast waves. Big, easy-to-read Dial; Automatic Volume Control; Improved Sensitivity and Selectivity. Strikingly designed, with gold stripings. H 8½", W 12¼", D 7½".

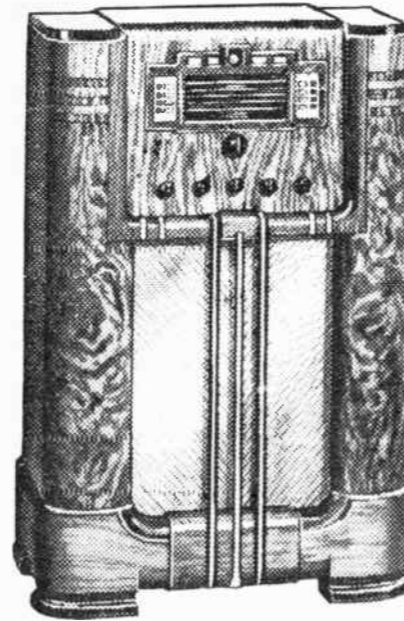
List Price Complete \$24.95



RCA VICTOR TABLE MODEL 86X—A beautiful little chest-type, 6-tube Superheterodyne which operates equally well on AC or DC current. Provides standard broadcast and short-wave reception on 49, 31, 25, 19 and 16-meter bands. Powerful Speaker; new type Illuminated Dial, Vernier Drive; Automatic Volume Control. Wonderful sensitivity and selectivity. A good companion wherever you are! H 8¾", W 12½", D 7¼".

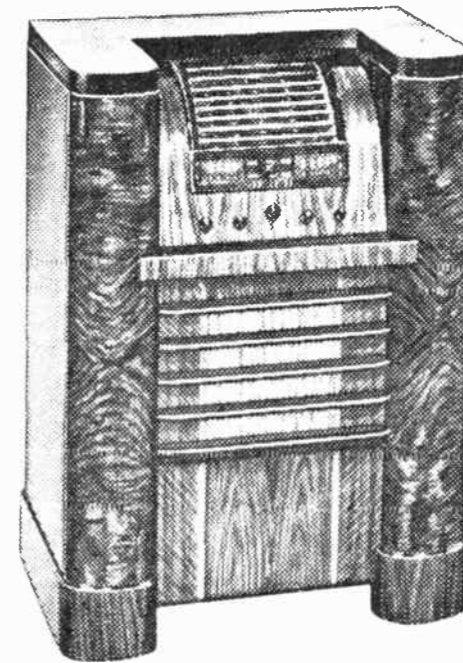
List Price Complete \$32.95

RCA Victor Gives you Radio's 2 Greatest Features! ★ Electric Tuning ★ Overseas Dial



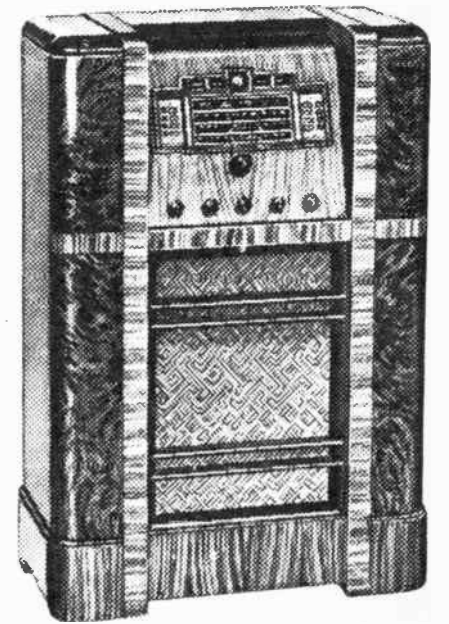
RCA VICTOR ELECTRIC TUNING MODEL 811K—Electrically tunes to any of 8 pre-selected standard broadcast stations, changeable at will. Provides easier reception on 49, 31, 25, 19, 16 and 13-meter international entertainment bands, with newly designed, Straight-line Dial Improved Magic Brain, Magic Eye and Sonic-Arc Magic Voice, with 11 powerful RCA Tubes. Beautiful console model of modern design. H 42", W 28½", D 15".

List Price Complete \$163.00



RCA VICTOR ELECTRIC TUNING MODEL 816K—A luxurious 16-tube model of RCA Victor Electric Tuning magic. Automatic Frequency Control on standard broadcast band. Gives complete coverage from 530 to 29,000 kcs with Super Band-Spreading on the 49, 31, 25 and 19-meter bands. New Overseas Dial covers international entertainment bands plus police, aviation and amateur calls. Improved Magic Brain; Magic Eye; Sonic-Arc Magic Voice; RCA Metal Tubes; Continuously Variable Tone Control; Music-Speech Control; Higher-Fidelity Control; big 12" Super-Sensitive Speaker; Automatic Volume Control; Automatic Tone Compensation, 30 watts output; Illuminated Band Indicator. Magnificent cabinet of rare matched woods. H 43", W 30¾", D 17¼".

List Price Complete \$274.50



RCA VICTOR ELECTRIC TUNING MODEL 812K—Incorporates Electric Tuning with Automatic Frequency Control on standard broadcast band—operates from control panel or through armchair control attachment. Easier tuning an international entertainment bands with new Straight-line Dial Improved Magic Brain; Magic Eye; Sonic-Arc Magic Voice; new 12" Super-Sensitive Speaker; Continuously Variable Tone Control; Illuminated Band Indicator; Music-Speech Control. H 42", W 28½", D 15".

List Price Complete \$190.50

OVER-SEAS DIAL
Makes short-wave tuning easier than domestic tuning. Super-band-spread mechanism provides a separate scale 8 inches long for each of the popular short-wave bands. Names of foreign stations appear directly on the dial. RCA Victor Radios of 13 tubes and up.

1938



Cabinetry By RCA Victor

RCA Victor offers you the industry's finest cabinets because they are built by master craftsmen, with years of training and experience, in RCA Victor's own cabinet factory.

For Modern Reception, Use an RCA "MAGIC WAVE" ANTENNA
The new RCA Magic Wave Antenna is one of the latest achievements of RCA Victor engineers. Designed for extremely efficient reception and noise reduction over the entire range of the average world-wide radio, this antenna will bring in distant stations on both standard broadcasts and international wave bands with remarkable signal strength and freedom from noise. Low in price and easy to install.
RCA Hi-Efficiency Antenna, No. 9631 \$5.50

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

Every Radio Shipped in Original Factory Cartons

RCA Victor for 1938!



FARM Radio

Get Stations You Never Heard Before!

AMAZING

Distance Booster

BOOSTS YOUR RADIO PLEASURE

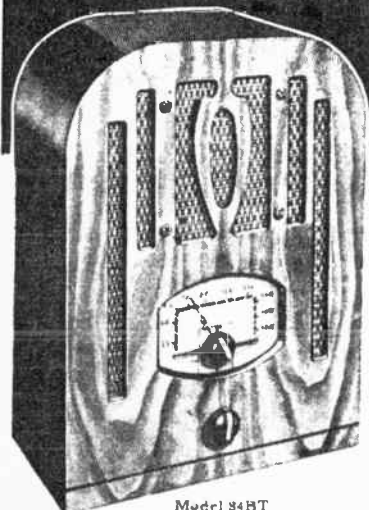
Low-priced 1938 RCA Victor Farm Radios offer more stations, greater power, finer tone!

There are more than 60 outstanding performance features in the new RCA Victor 1938 farm radios! All mean extra quality for you—extra value!

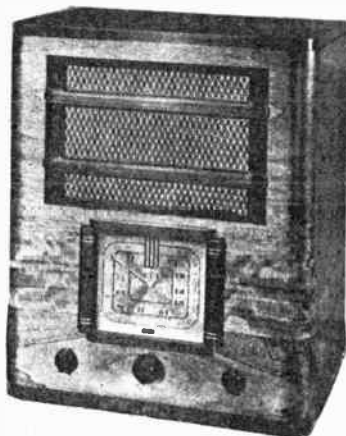
Leader of these fine features is the thrilling new "Distance Booster," which enables you to tune in more stations than ever before... gives you greater distance, greater volume, finer tone! With this sensational new development, RCA Victor Battery Sets rival the performance of power line radio.

Not only do these beautiful new RCA Victor farm sets provide a new high in battery set performance—but they're amazingly low in cost, too. They work with either wind charger or gasoline motor generators... and greatly lowered battery drain makes them cost less to operate!

List Price Complete \$27.95

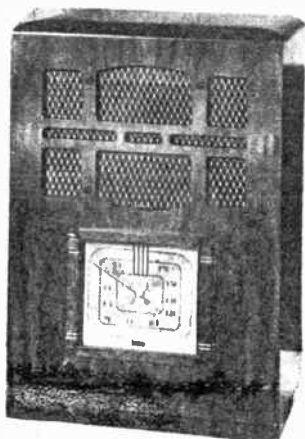


Model 84RT



RCA VICTOR FARM RADIO 86BT—A superb 6-tube, Magic Brain, battery-operated Superheterodyne fully equivalent to power-line operated radios. Tunes in stations from all over the world on standard waves and 49, 31, 25, 19, 16 and 13-meter bands besides police, aviation and amateur calls. High-Gain Antenna Circuit; Sunburst Dial with Vernier Pointer and Save-the-Battery Pilot Light; Phonograph Connection. Universal Operation—2-volt air-cell battery or 6-volt storage battery with RCA Victor Pak-O-Powr. H 20 1/4", W 16", D 10 1/4"

List Price Complete \$59.95

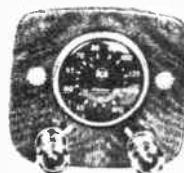


RCA VICTOR FARM RADIO 85BT—Powerful, 5-tube, battery-operated Superheterodyne that offers world-wide entertainment on standard broadcasts and international 49, 31, 25, 16 and 13-meter short-wave bands, police, aviation and amateur calls. Many new features including High-Gain Antenna Circuit, Sunburst Dial with Save-the-Battery Pilot Light and Vernier Pointer; Phonograph Connection. Universal Operation—2-volt air-cell or 6-volt storage battery in conjunction with RCA Victor Pak-O-Powr. H 20 1/4", W 13 3/8", D 9 1/4"

List Price Complete \$42.95

RCA VICTOR AUTO RADIO

... with finger-tip controls to match your car

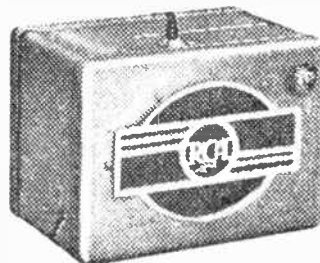


CUSTOM-BUILT CONTROLS—With any RCA Victor Auto Radio you select, you have your choice of a beautiful custom-built instrument panel mounting, designed to match the instrument panel of your car exactly.



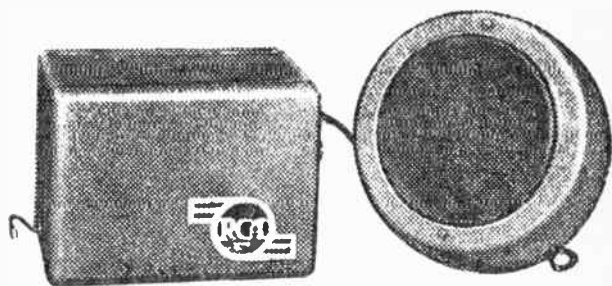
RCA VICTOR AUTO RADIO 67M-A—A compact, 6-tube single-unit radio with 2 RCA Metal Tubes. Has many features of a home radio including built-in Dynamic Speaker and Automatic Volume Control. Complete with full-vision, non-glare Illuminated Dial, Powertron and Installation Accessories.

List Price Complete \$44.95



RCA VICTOR AUTO RADIO 67M-1—Compact, powerful, single-unit instrument with 9 watts output—more than most home sets. Built-in Dynamic Speaker; Improved Automatic Volume Control; Compensated Volume Control; and Variable Tone Control. Complete with Powertron and Installation Accessories. Overhead speaker may be added (extra) if desired.

List Price Complete \$54.95



RCA VICTOR AUTO RADIO 67M-2—De luxe, two-unit, Magic Voice radio with 8" Dynamic Speaker of great volume, in separate case—9 watts output. Improved Automatic Volume Control, Compensated Tone, and a Variable Sensitivity and Tone Control switch on the instrument panel. Complete with non-glare, full-vision Illuminated Dial, Powertron and Installation Accessories.

List Price Complete \$64.95

NOTE: BATTERY SET PRICES DO NOT INCLUDE BATTERY COMPLEMENTS.

America's Largest Standard Set House

RCA Victor RECORD PLAYER

CONVERTS YOUR
RADIO INTO A
RADIO-
PHONOGRAPH!



Model R-94

LIST PRICE
\$ 32.95

ALL THESE FEATURES!

- Plays all sizes of records
- Electrically operated
- Self-starting motor
- High magnetic pick-up
- Reduced needle scratch
- Combined volume control and on-and-off switch



Easily attached
to any A-C Radio

You can enjoy the music you want when you want it! This de luxe table type record player converts any modern A-C radio into a Radio-Phonograph! And it can be operated from your armchair. You get double enjoyment from your set, for you can hear the world's greatest artists whenever you want—simply by playing records.

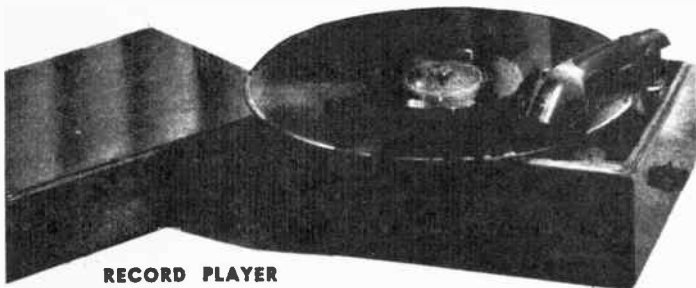
Thousands of people are daily turning to Victor Records for added music enjoyment, for even the finest radio with Electric Tuning and Armchair Control can not always give you the music you want when you want it. There are tens of thousands of Victor "Higher-Fidelity" records by more than 7000 famous concert artists, dance bands and symphony orchestras from which to choose; and if you own a modern radio, you need no more than an RCA Victor Record Player to enjoy them. In addition to the Record Player, Phonograph-Radio and Electrola illustrated, RCA Victor offers a complete line of quality Phonograph-Radios. Special folder free on request.

Complete R.C.A.-VICTOR Line — For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|--------------------|---------|-------|---------|------------|
| 6K-1 | AC | 6 | 60 lbs. | \$ 49.95 |
| 86K | AC | 6 | 57 | 67.95 |
| 86K-7 | AC | 6 | 67 | 77.95 |
| *87K | AC | 7 | 66 | 93.45 |
| *88K | AC | 8 | 68 | 103.45 |
| *810K | AC | 10 | 74 | 125.45 |
| *810K-1 | AC | 10 | 78 | 135.45 |
| *811K | AC | 11 | 103 | 163.00 |
| *812K | AC | 12 | 118 | 190.50 |
| *813K | AC | 13 | 153 | 215.50 |
| *816K | AC | 16 | 168 | 274.50 |
| *86E | AC | 6 | 66 | 95.45 |
| *87EY | AC-DC | 7 | 65 | 95.45 |
| 85T | AC | 5 | 13 | 24.95 |
| 85T-1 | AC | 5 | 14 | 32.95 |
| 86T | AC | 6 | 24 | 44.95 |
| 86T-1 | AC | 6 | 26 | 49.95 |
| *87T | AC | 7 | 25 | 60.45 |
| *810T | AC | 10 | 44 | 100.45 |
| 86X | AC-DC | 6 | 13 | 32.95 |
| *87X | AC-DC | 7 | 24 | 60.45 |
| *87Y | AC-DC | 7 | 61 | 90.45 |
| PHONO-RADIOS | | | | |
| U-101 | AC | 5 | 46 | 79.95 |
| *U-103 | AC | 5 | 84 | 145.45 |
| *U-105 | AC | 10 | 126 | 224.50 |
| *U-107 | AC | 10 | 199 | 315.00 |
| *U-109 | AC | 16 | 297 | 470.50 |
| RECORD PLAYERS | | | | |
| R-93A | AC | | 14 | 19.95 |
| R-94 | AC | | 13 | 32.95 |
| R-96 | AC | | 37 | 69.95 |
| R-97 | AC | | 47 | 92.95 |
| R-99 | AC | | 158 | 149.50 |
| O-11 | AC | | 18 1/2 | 16.50 |
| O-15 | AC | | 15 | 24.50 |
| BATTERY SETS | | | | |
| 84BT | 2 volt | 4 | 13 | 27.95 |
| 84BT-6 | 6 volt | 4 | 18 | 37.95 |
| 85BT | | 5 | 26 | 42.95 |
| 86BT | 2 volt | 6 | 31 | 59.95 |
| 85BK | or | 6 | 54 | 59.95 |
| 86BK | 6 volt | 6 | 61 | 79.95 |
| AUTO RADIOS | | | | |
| 67M | 6 volt | 6 | 25 | 44.95 |
| 67M-1 | 6 volt | 6 | 26 | 54.95 |
| 67M-2 | 6 volt | 6 | 34 | 64.95 |
| 67M-3 | 6,volt | 6 | 39 | 69.95 |
| REMOTE CONTROL BOX | | | | |
| G-8 | | | | 14.95 |

NOTE! All models marked with an asterisk (*) include a \$5.50 R. C. A. Hi-Efficiency Antenna No. 9631, without any extra charge.

Prices Subject to Change Without Notice.



RECORD PLAYER

MODEL R93A: Quickly converts RCA Victor radios into modern all-electric phonographs. Plays 10" and 12" records. Combined volume control and On-and-Off switch. Has automatic tone compensation.

—List Price Complete\$19.95



RCA VICTOR PHONOGRAPH-RADIO U101 — An exciting, new, low-priced instrument combining both radio and phonograph entertainment. Plays 10" or 12" records and tunes in foreign as well as domestic programs H 13.1", W 19 1/2", D 14 1/2".

List Price Complete\$79.95

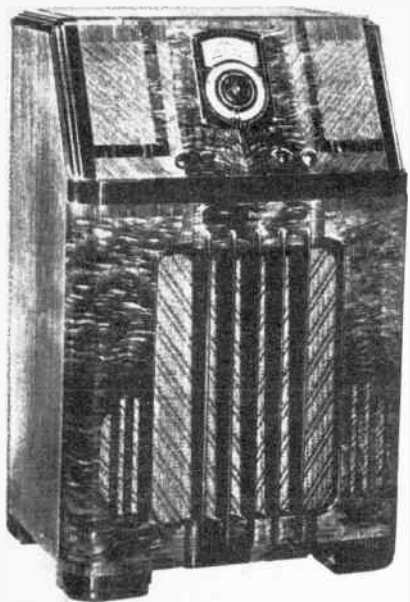
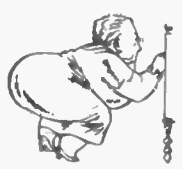




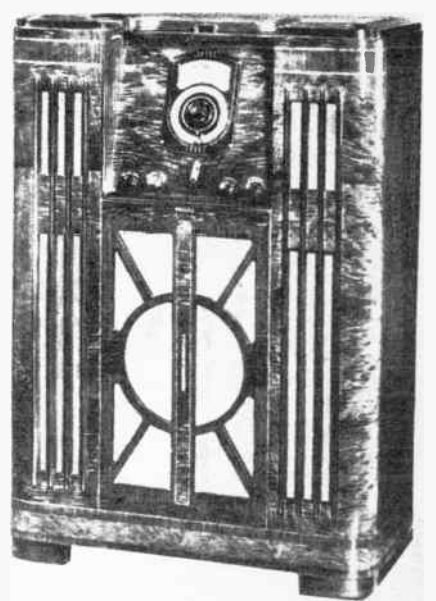
**NO SQUAT
NO STOOP
NO SQUINT**



**NO SQUAT
NO STOOP
NO SQUINT**



**WITH THE
1938
AUTOMATIC TUNING
PHILCO**



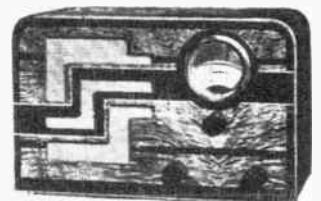
PHILCO High-Fidelity 116XX . . American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counterbalanced Magnetic Tuning on all stations. Five Spread-Band Tuning Ranges spread short-wave stations 6 times farther apart. High-Fidelity Audio System. Twin Tone Controls (A. Treble-Selectivity. B. Bass). Philco Inclined Sounding Board. Acoustic Clarifiers. Cathedral High-Fidelity Speaker. Philco Foreign Tuning System. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Sealed Cabinet with Protective Back Shield. 15 Philco High-Efficiency Tubes. Covers Standard American Broadcasts . . Day and Night Foreign and American Short-Wave Broadcasts . . State and Municipal Police . . Day and Night Aviation . . Ship and Complete First-Class and Second-Class Amateur Bands.

PHILCO Super High-Fidelity 690XX . . American and Foreign. Inclined Control Panel with disappearing Tambour Door. Automatic Tuning of favorite stations. Counterbalanced Magnetic Tuning on all stations. Three Speakers (Cathedral High-Fidelity Speaker with two specially designed High-Frequency Speakers). Super High-Fidelity Audio System. Acoustic Clarifiers. Music Interpretation Controls (A. Treble-Selectivity Control. B. Continuously Variable Bass Control). Philco Spread-Band Dial names and locates foreign and domestic short-wave stations in color . . and spreads them 6 times farther apart. Philco Foreign Tuning System. Glowing Beam Tuning Range Indicator. Sealed Cabinet with Protective Back Shield. 20 Philco High-Efficiency Tubes. Covers Standard American Broadcasts . . Day and Night Foreign and American Short-Wave Broadcasts . . State and Municipal Police . . Day and Night Aviation . . Ship and Complete First-Class and Second-Class Amateur Bands.

List Price Complete..... \$215.00

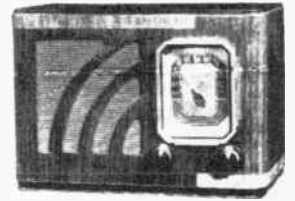
List Price Complete... \$420.00

No longer need you "Squat, Stoop or Squint" to tune in a station! For 1938 . . Philco presents a radio designed with the comfort and convenience of the listener given first consideration. In the new Double-X models, Philco has combined Automatic Tuning of favorite stations . . with an Inclined Control Panel . . to create a radio that can be tuned with ease and grace . . whether you are standing or sitting. In the Inclined Sounding Board models, Philco gave the listener the first radio that brought every note up to "ear-level." Now in these Inclined Control Panel models, Philco does for the listener's eyes and back what the Inclined Sounding Board did for his ears!



PHILCO 62T

American Receiver. Two Tuning Ranges cover Standard American Broadcasts, State and Municipal Police, Second-Class Amateur. Pentode Audio System. Standard Electro-Dynamic Speaker. Wide Vision Dial. Glowing Beam Station Finder. Reduction Gear Tuning. 5 Philco High-Efficiency Tubes.
List Price Complete \$34.50



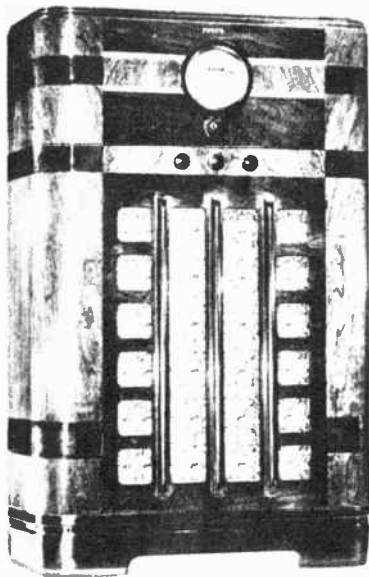
PHILCO 12C

American Receiver. Tuning Range covers all Standard American Broadcasting Stations and State Police calls. Pentode Audio System. Compact Electro-Dynamic Speaker. Illuminated Full-Vision Dial. Reduction Gear Tuning. 5 Philco High-Efficiency Tubes. Philco 12C is also available in Ivory finish.
List Price Complete \$22.50
List Price Complete . . \$25.00

NEW 1938 ELECTRICAL ESSENTIALS CATALOG No. 408
JUST OFF THE PRESS
—Electric Gift Items—
WAFFLE MAKERS, SUN LAMPS, HEATING PADS, JUICE EXTRACTORS, HEATERS, VIBRATORS, SEWING MACHINES, SANDWICH TOASTERS, HAIR DRYERS, Etc.
Send 10 cents (coin or stamps) to cover cost of mailing.

Mail Your Orders to New York, Chicago or Atlanta

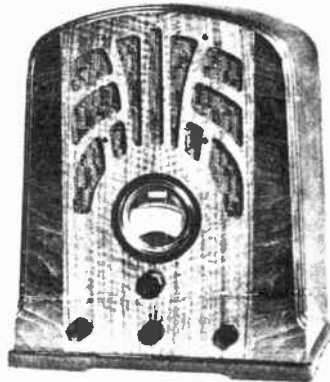
1938 PHILCO



PHILCO 9K

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Three-Point Tone Control. Oversize Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 6 Philco High-Efficiency Tubes.

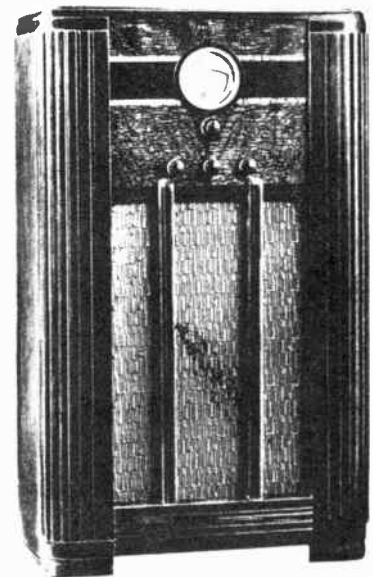
List Price Complete\$78.50



PHILCO 5B

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Push-Pull Phase Inverted Audio Circuit. Shadow Tuning. Noise-Excluding Signal Amplifier. Four-Point Tone Control. Standard Electro-Dynamic Speaker. 8 Philco High-Efficiency Tubes.

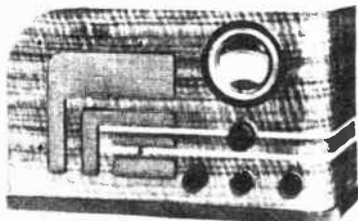
List Price Complete \$89.00



PHILCO 10F

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Two-Point Tone Control. Oversize Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 5 Philco High-Efficiency Tubes.

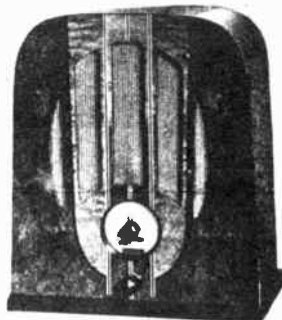
List Price Complete \$62.50



PHILCO 9T

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Three-Point Tone Control. Standard Electro-Dynamic Speaker. 6 Philco High-Efficiency Tubes.

List Price Complete \$57.50



PHILCO 93B

American Receiver. Pentode Audio System. Standard Electro-Dynamic Speaker. Illuminated Dial. Ball Bearing Tuning. Tuning Range covers all Standard American Broadcasts and State Police calls. 5 Philco High-Efficiency Tubes.

List Price Complete \$26.00



PHILCO 10T

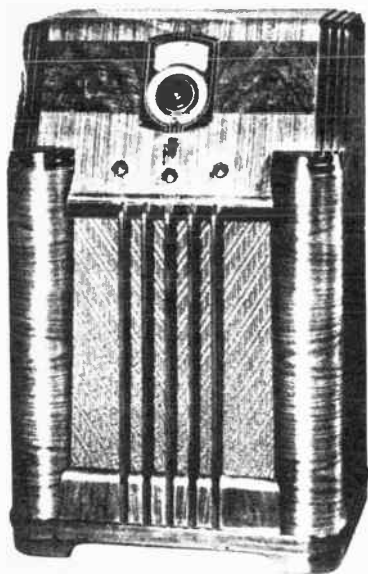
American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Two-Point Tone Control. Standard Electro-Dynamic Speaker. 5 Philco High-Efficiency Tubes.

List Price Complete \$47.50

REMEMBER . . . by automatically tuning the Philco High-Efficiency Aerial . . . the built-in Philco Foreign Tuning System more than doubles the foreign stations you can get and enjoy!

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA



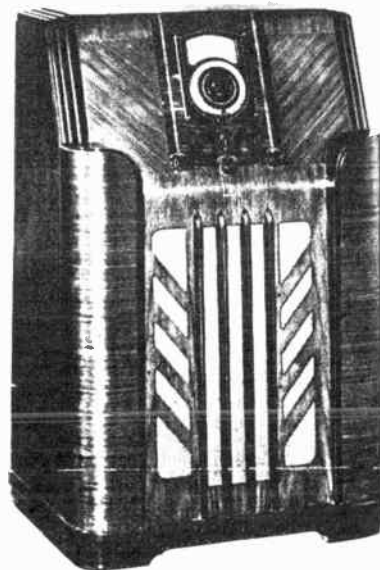
PHILCO SPREAD-BAND 1XX WITH AUTOMATIC TUNING

American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counter-balanced Magnetic Tuning on Standard Broadcasts. Three Spread-Band Tuning Ranges. Philco Inclined Sounding Board. Auditorium Speaker. Super Class A Balanced Push-Pull Audio System. Four-Point Tone Control. Spread-Band Dial names and locates foreign and domestic short wave stations in color. Glowing Beam Tuning Range Indicator. Philco Foreign Tuning System. Sealed Cabinet with *Protective Back Shield*. 12 Philco High-Efficiency Tubes.

List Price Complete . . . \$195.00

All Philco Double-X Models have "No Squat, No Stoop, No Squint" Automatic Tuning and the Philco Inclined Sounding Board.

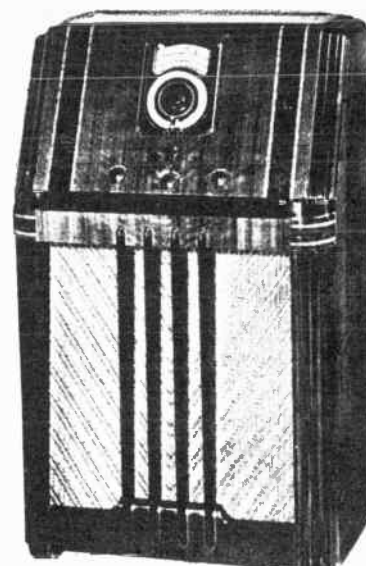
The first thing you'll notice about these Double-X Philcos is the Inclined Control Panel . . . inclined so that you can tune with ease and grace whether sitting or standing. And right on it . . . you'll find the Philco Automatic Tuning Dial . . . with the call letters of all your favorite stations! Pick the station you want. One silent turn of the dial . . . and **CLICK** . . . there's your station . . . tuned instantly . . . silently . . . with absolute accuracy!



PHILCO SPREAD-BAND 2XX WITH AUTOMATIC TUNING

American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counter-balanced Magnetic Tuning on Standard Broadcasts. Three Spread-Band Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Balanced Phase Push-Pull Audio System. Four-Point Tone Control. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Philco Foreign Tuning System. Sealed Cabinet with *Protective Back Shield*. 11 Philco High-Efficiency Tubes.

List Price Complete . . . \$172.50



PHILCO SPREAD-BAND 3XX WITH AUTOMATIC TUNING

American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counter-balanced Magnetic Tuning on Standard Broadcasts. Three Spread-Band Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Push-Pull Phase Inverted Audio System. Four-Point Tone Control. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Philco Foreign Tuning System. Sealed Cabinet with *Protective Back Shield*. 9 Philco High-Efficiency Tubes.

List Price Complete . . . \$140.00



PHILCO 4XX WITH AUTOMATIC TUNING

American and Foreign. Inclined Control Panel. Cone-Centric Automatic Tuning of favorite stations. Two Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Push-Pull Phase Inverted Audio System. Four-Point Tone Control. Cone-Centric Dial names foreign and domestic stations. Noise-Excluding Signal Amplifier. Philco Foreign Tuning System. Sealed Cabinet with *Protective Back Shield*. 8 Philco High-Efficiency Tubes.

List Price Complete . . . \$115.00

Tuning Range Coverage
PHILCO DOUBLE-X MODELS 1, 2 and 3
 Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day and Night Aviation . . . Ship . . . Day and Night First-Class Amateur.

PHILCO DOUBLE-X MODELS 4 and 7
 Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Ship . . . Day First-Class Amateur.

Tone Control
PHILCO DOUBLE-X MODELS 1, 2, 3 and 4
 A. Brilliant—for speech.
 B. Bright—for normal reception of music.
 C. Mellow—first noise-reducing stage.
 D. Noise-reducing for distant reception.

PHILCO 7 DOUBLE-X
 A. Brilliant—for speech.
 B. Mellow—for music.
 C. Deep—noise-reducing for distant reception.



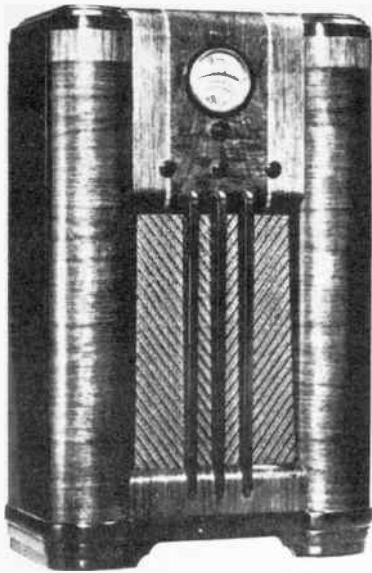
PHILCO 7XX WITH AUTOMATIC TUNING

American and Foreign. Inclined Control Panel. Cone-Centric Automatic Tuning of favorite stations. Two Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Pentode Audio System. Three-Point Tone Control. Cone-Centric Dial names foreign and domestic stations. Philco Foreign Tuning System. Sealed Cabinet with *Protective Back Shield*. 6 Philco High-Efficiency Tubes. In the

List Price Complete . . . \$84.95

America's Largest Standard Set House

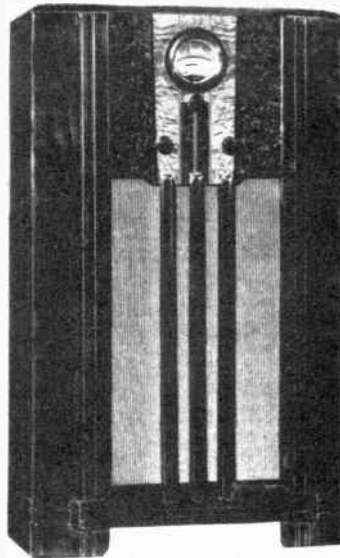
1938 PHILCO HIGH-FIDELITY RADIOS



PHILCO 5X

American and Foreign. Philco Inclined Sounding Board. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Push-Pull Phase Inverted Audio Circuit. Shadow Tuning. Noise-Excluding Signal Amplifier. Four-Point Tone Control. Concert Grand Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 8 Philco High-Efficiency Tubes.

List Price Complete\$105.00



PHILCO 62F

American Receiver. Two Tuning Ranges cover Standard American Broadcasts, State and Municipal Police, Second-Class Amateur. Pentode Audio System. Standard Electro-Dynamic Speaker. Wide Vision Dial. Glowing Beam Station Finder. Reduction Gear Tuning. 5 Philco High-Efficiency Tubes.

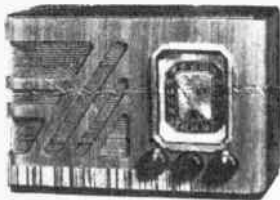
List Price Complete ... \$52.50



PHILCO 8X

American and Foreign. Philco Inclined Sounding Board. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Shadow Tuning. Three-Point Tone Control. Oversize Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 6 Philco High-Efficiency Tubes.

List Price Complete\$74.95



PHILCO 15T

American and Foreign. Pentode Audio System. Compact Electro-Dynamic Speaker. Illuminated Full-Vision Dial. Reduction Gear Tuning. 5-Philco High-Efficiency Tubes. In the same cabinet: Philco 12T (5-Tube American Receiver). Philco 14T (5-Tube AC-DC American Receiver with many Night Foreign and American short-wave broadcasts).

15T-List Price Complete \$29.95

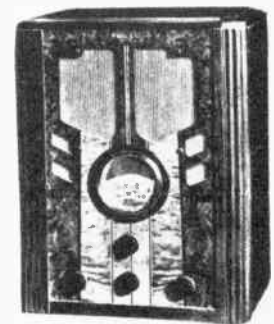
12T-List Price Complete \$27.50

14T-List Price Complete \$29.95



PHILCO 7CS . . Chairside cabinet . . American and Foreign . . Philco Cone-Centric Automatic Tuning. Philco Foreign Tuning System. Standard Electro-Dynamic Speaker. Two Tuning Ranges. Three-Point Tone Control. Pentode Audio System. 6 Philco High-Efficiency Tubes. In the same cabinet:

List Price Complete ... \$99.50

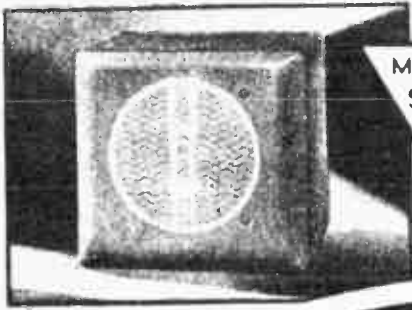


PHILCO 89B

American Receiver. Two Tuning Ranges. Glowing Beam Station Finder. Pentode Audio System. Noise-Excluding Signal Amplifier. Improved Wide Vision Dial. Two-Point Tone Control. Standard Speaker. 6 Philco High-Efficiency Tubes. In the same cabinet: Philco 60B (5-Tube American Receiver with many American and Night Foreign short-wave stations).

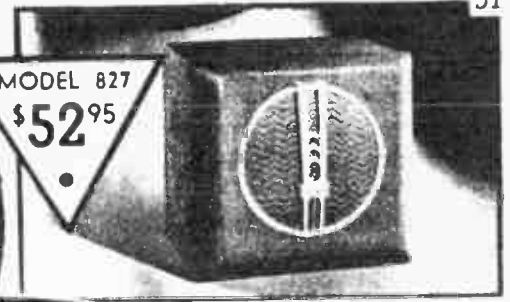
89B-List Price Complete \$47.50

60B-List Price Complete..\$42.50



MODEL 828
\$59⁹⁵

PHILCO
Auto Radio



MODEL 827
\$52⁹⁵

FOR

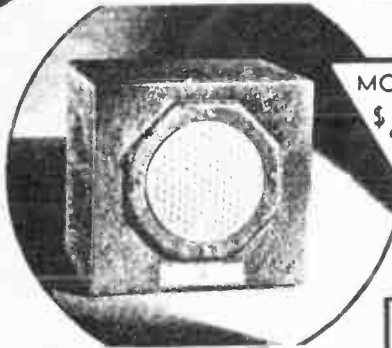
1938

BUILT TO FIT

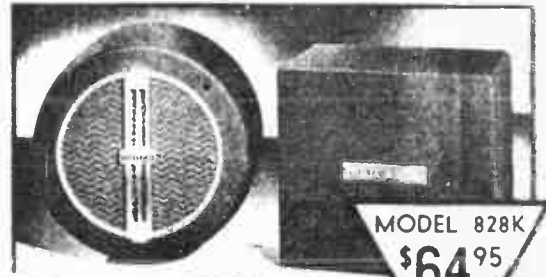
YOUR CAR!

FIVE POWERFUL

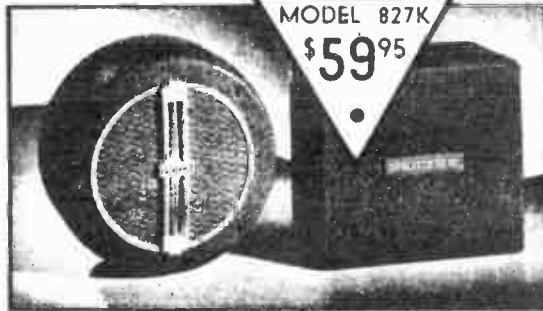
**AUTO
RADIO**



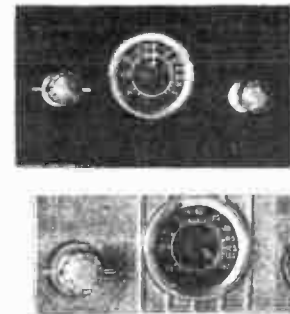
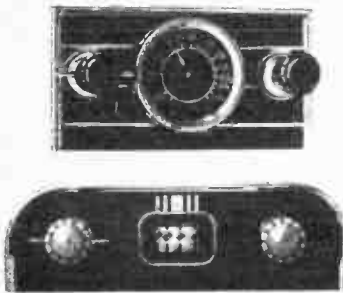
MODEL 826
\$42⁹⁵



MODEL 828K
\$64⁹⁵



MODEL 827K
\$59⁹⁵



Any one of these five new Philcos can be quickly installed in the car you are driving to-day . . . Choose the one which best fits your present requirements . . .



Custom-Built
CONTROLS

FOR 1937, 1936, 1935

AND 1934 MOTOR CARS

**Philco Universal Control
with "Wide-Vision" Dial
for under the Dash
Installation**

Expect the same freedom from trouble and the same magnificent reception on your new Philco Auto Radio as you so consistently enjoy from the Philco in your home.

**NEW 1938 ELECTRICAL
ESSENTIALS CATALOG
No. 408**

JUST OFF THE PRESS
Electric Gift Items

Clocks, Electric Razors, Coffee Makers, Toasters, Fans, Irons, Juice Extractors, Mixers, Sterilizers, Soldering Irons, Drill Presses, etc.

Send 10 cents (coin or stamps) to cover cost of mailing.

NOTE! WHEN ORDERING AUTO RADIOS MAKE SURE YOU MENTION THE MAKE OF AUTOMOBILE AND YEAR OF MANUFACTURE.

30 Day Trial - Three Year Written Guarantee

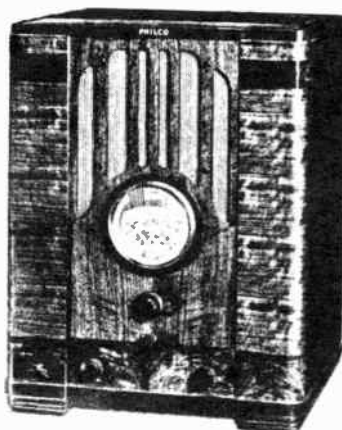
1938 PHILCO

SPREAD-BAND MODELS

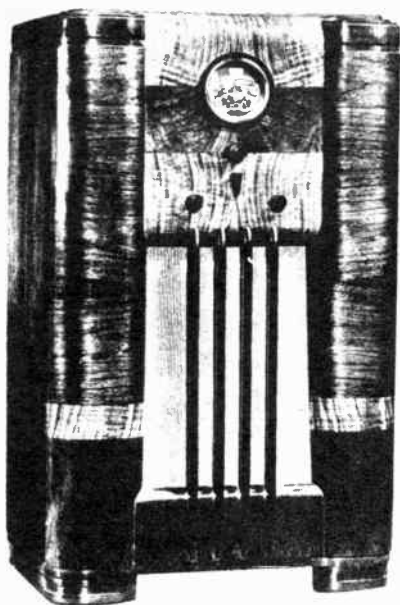
PHILCO SPREAD-BAND 2670B

Five Spread-Band Tuning Ranges cover Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Long-Wave Foreign Broadcasts and U. S. Weather Reports . . . State and Municipal Police . . . Aviation . . . Ship . . . First- and Second-Class Amateur (Day and Night).

Philco Balanced Superheterodyne . . . 11 tubes. Spread-Band Dial names and locates Short-Wave stations in color and spreads them 4 times farther apart. Push-Pull Audio System. Philco Foreign Tuning System. Four-Point Tone Control. Shadow Tuning. Automatic Volume Control. Variable Bass Compensation. Noise-Excluding Signal Amplifier. Standard Speaker. (Concert Grand Electro-Dynamic Speaker. Philco Inclined Sounding Board and Protective Back Shield on 2670X.)



List Price Complete \$110.00



PHILCO SPREAD-BAND 2670X

In the 2670X, Philco provides the finest of reception on the Long-Wave Tuning Range between 150 and 395 kilocycles on which the U. S. Weather Reports are broadcast and on which many Foreign Long-Wave stations operate.

Magnificent tonal quality on Standard American Broadcasts is achieved through a Concert Grand Electro-Dynamic Speaker and the famous Philco Inclined Sounding Board, which projects high notes up to ear-level while its large sounding-board area reproduces bass notes with all their depth and sonority. Other features are listed under the 2670B.

Foreign and American Short-Wave reception at its best is assured through the Philco Foreign Tuning System . . . with the same coverage as the 2670B.

List Price Complete.....\$151.50

**AUTOMATIC TIMING,
TOO!**



Philco Automatic Tuning made it unnecessary to remember "numbers" when tuning. Now with the Philco Electric Automatic-Control Clock you don't have to think about time! Set the clock and it automatically switches on your radio just before your favorite program starts! Use it as an alarm clock in the morning . . . to wake you with music from your favorite station . . . or let it turn off the radio automatically after you've gone to bed!

List Price\$12.95

Complete PHILCO Line — For 1938 —

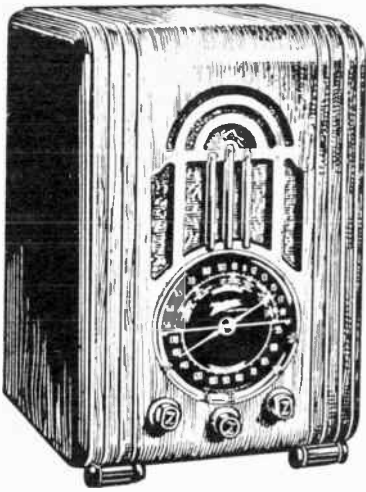
| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|---------------------------------------|---------|-------|----------|------------|
| *690XX | AC | 20 | 250 lbs. | \$420.00 |
| *116XX | AC | 15 | 175 | 215.00 |
| *1XX | AC | 12 | 150 | 195.00 |
| *2XX | AC | 11 | 135 | 172.50 |
| *2670X | AC | 11 | 74 | 151.50 |
| *2670B | AC | 11 | 59 | 110.00 |
| *3XX | AC | 9 | 110 | 140.00 |
| *665X | AC | 9 | 88 | 144.50 |
| *665B | AC | 9 | 46 | 114.50 |
| *2650X | AC | 8 | 68 | 125.00 |
| *2650B | AC | 8 | 45 | 99.50 |
| *4XX | AC | 8 | 100 | 115.00 |
| *5X | AC | 8 | 82 | 105.00 |
| *5B | AC | 8 | 42 | 89.00 |
| *7CS | AC | 6 | 54 | 99.50 |
| *7XX | AC | 6 | 87 | 84.95 |
| *7T | AC | 6 | 32 | 73.50 |
| *2630K | AC | 6 | 60 | 94.50 |
| *630K | AC | 6 | 60 | 94.50 |
| *8X | AC | 6 | 60 | 74.95 |
| *9K | AC | 6 | 57 | 78.50 |
| *9T | AC | 6 | 29 | 57.50 |
| *2620T | AC | 6 | 26 | 70.00 |
| *620T | AC | 6 | 33 | 67.50 |
| *610J | AC | 5 | 58 | 74.95 |
| *610B | AC | 5 | 31 | 60.00 |
| 89K | AC | 6 | 53 | 62.50 |
| 89B | AC | 6 | 27 | 47.50 |
| *10F | AC | 5 | 54 | 62.50 |
| *10T | AC | 5 | 28 | 47.50 |
| 60F | AC | 5 | 53 | 57.50 |
| 60B | AC | 5 | 26 | 42.50 |
| 62F | AC | 5 | 46 | 52.50 |
| 62T | AC | 5 | 20 | 34.50 |
| 15T | AC | 5 | 15 | 31.50 |
| 14T | AC-DC | 5 | 11 | 29.95 |
| 12T | AC | 5 | 14 | 27.50 |
| 12C | AC | 5 | 13 | 22.50 |
| Ivory | AC | 5 | 13 | 25.00 |
| 93B | AC | 5 | 18 | 26.00 |
| *22CS | AC-DC | 6 | 48 | 104.75 |
| *22XX | AC-DC | 6 | 87 | 94.50 |
| *22T | AC-DC | 6 | 37 | 78.50 |
| *23X | AC-DC | 6 | 54 | 89.00 |
| *23K | AC-DC | 6 | 50 | 78.50 |
| *23T | AC-DC | 6 | 27 | 57.50 |
| 14CS | AC-DC | 5 | 48 | 49.95 |
| 15CS | AC | 5 | 48 | 49.95 |
| Electric Clock | | | 4 | 12.95 |
| RADIOBAR | | | | |
| *40-10 | AC | 5 | 85 | 110.00 |
| *50-9 | AC | 6 | 110 | 162.50 |
| *60-7XX | AC | 6 | 175 | 215.00 |
| PHONOGRAPH - RADIO COMBINATION | | | | |
| *6-9 | AC | 5 | 115 | 130.50 |
| *5-9 | AC | 6 | 135 | 151.50 |
| *4-4XX | AC | 8 | 190 | 315.00 |
| *3-3XX | AC | 9 | 235 | 420.00 |
| *2-1XX | AC | 12 | 250 | 477.50 |
| *1-116XX | AC | 15 | 285 | 635.00 |
| AUTO SETS | | | | |
| 826 | 6 volt | 6 | 22 | 42.95 |
| 827 | 6 volt | 6 | 23 | 52.95 |
| 827K | 6 volt | 6 | 30 | 59.95 |
| 828 | 6 volt | 7 | 23 | 59.95 |
| 828K | 6 volt | 7 | 32 | 64.95 |

NOTE! All models marked with an asterisk (*) include a \$5.00 Philco all wave antenna without extra charge.

Prices Subject to Change Without Notice.

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA



ZENITH 5S228

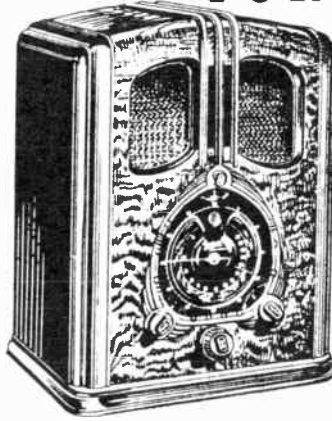
5 Tubes, Tunes American and Foreign Broadcasts, 5" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1,752 K. C., 5,490-18,400 K. C.), 15 inches high.

List Price Complete \$32.95

ZENITH

LONG DISTANCE

RADIO FOR 1938!



ZENITH 12S232

12 Tubes, Tunes American and Foreign Broadcasts, Police; 8" Speaker, "Robot" Dial, Electric Automatic Tuning, Tell-Tale Controls, Kilocycle Coverage (540-1,752 K.C., 1,740-5,930 K.C., 5,490-18,400 K.C.), 24 inches high.

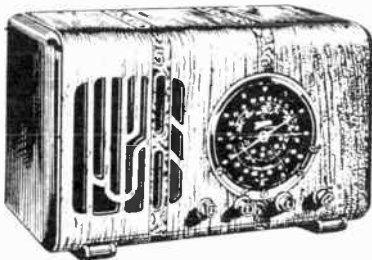
List Price Complete .. \$104.95



ZENITH 5S220

5 Tubes, Tunes American and Foreign Broadcasts, 5" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1,752 K. C., 5,490-18,400 K. C.), 11 inches high

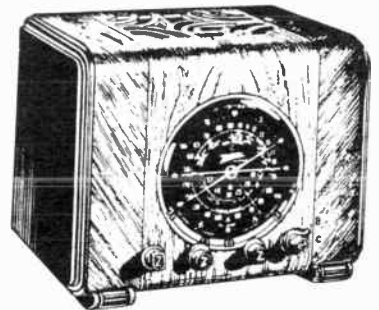
List Price Complete \$37.95



ZENITH 6S223

6 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships; 6" Speaker, Continuous Type Tone Control, Foreign Station Relocator, Local Station Indicators, Kilocycle Coverage (540-1,752 K.C., 1,740-5,930 K.C., 5,490-18,400 K.C.), 11 inches high.

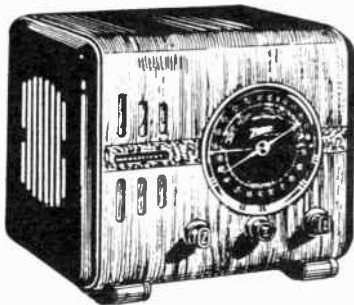
List Price Complete \$59.95



ZENITH 6S222

6 Tubes, Tunes American and Foreign Broadcasts, Police; 6" Speaker, Foreign Station Relocator, Local Station Indicators, Kilocycle Coverage (540-1,752 K.C., 1,740-5,930 K.C., 5,490-18,400 K.C.), 11 inches high.

List Price Complete \$49.95



ZENITH 5S218

5 Tubes, Tunes American and Foreign Broadcasts, 5" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1,752 K.C., 5,490-18,400 K. C.), 10 inches high.

List Price Complete ... \$34.95

ZENITH 7S232
7 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships; 8" Speaker, Complete "Robot" Dial with Spinner Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1,752 K.C., 1,740-5,930 K.C., 5,490-18,400 K.C.), 24 inches high.

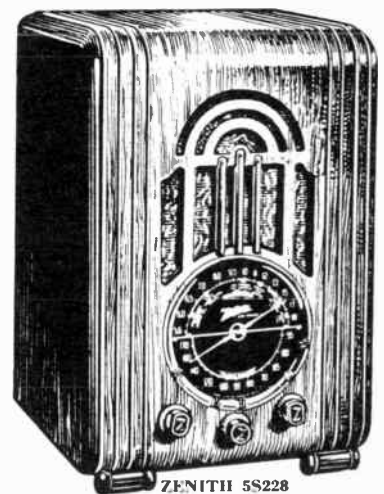
List Price Complete \$84.95

ZENITH DOUBLET ANTENNA



This specially designed antenna eliminates "dead spots" and reduces noise and interference. Greater distance and finer reception.

List Price Complete \$5.00

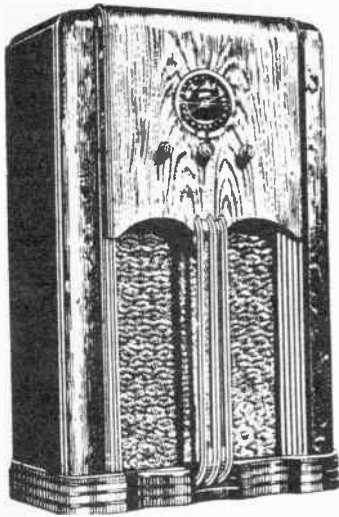


ZENITH 5S228

5 Tubes, Tunes American and Foreign Broadcasts, 5" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1,752 K.C., 5,490-18,400 K.C.), 15 inches high.

List Price Complete \$32.95

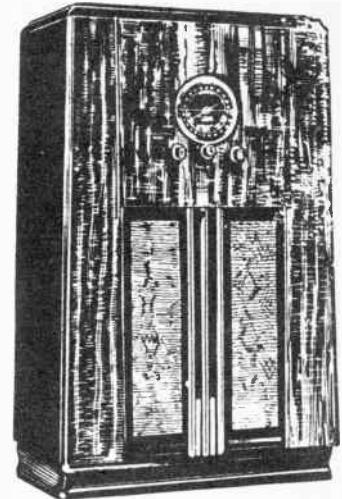
Send 10 cents for 100 page Electric Catalog No. 408



ZENITH 5S252

5 Tubes, Tunes American and Foreign Broadcasts, 10" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1,752 K. C., 5,490-18,400 K. C.), 38 inches high.

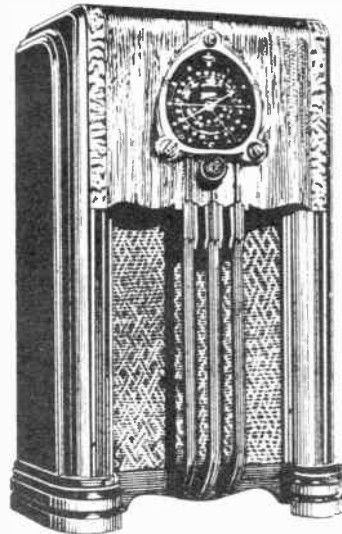
List Price Complete \$59.95



ZENITH 5S250

5 Tubes, Tunes American and Foreign Broadcasts, 8" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1,752 K. C., 5,490-18,400 K. C.), 38 inches high.

List Price Complete..... \$49.95



ZENITH 6S254

6 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 10" Speaker, Complete Triangular Dial, with Spinner Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 40 inches high.

List Price Complete . \$84.95



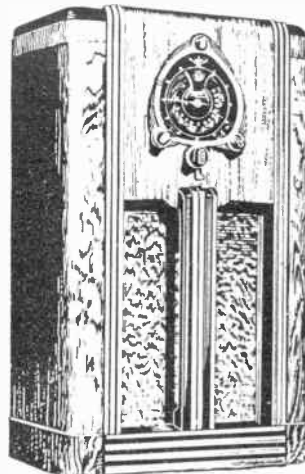
ZENITH 15U272 GEORGIAN STYLE

15 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, Ultra Short Wave, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1,752 K. C., 1,746-5,930 K. C., 5,490-18,400 K. C., 17,850-44,870 K. C.), 45 inches high.

List Price Complete \$320.00

NEW 1938 ELECTRICAL ESSENTIALS CATALOG No. 408

Send 10 cents (coin or stamps) to cover cost of mailing.



ZENITH 7S258

7 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 10" Speaker, Complete "Robot" Dial with Spinner Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 41 inches high.

List Price Complete\$99.95



ZENITH 12S266

12 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 43 inches high.

List Price Complete.....\$164.95

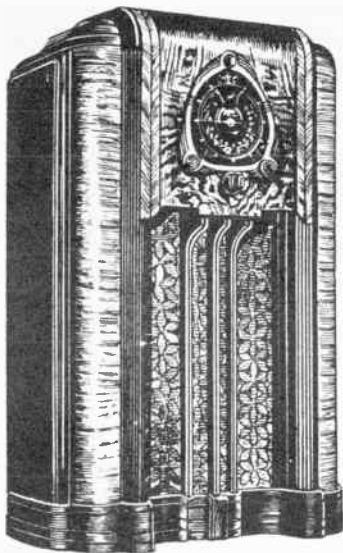
You have a surprise coming, too, when you discover how easy it is to tune in American and foreign programs.

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

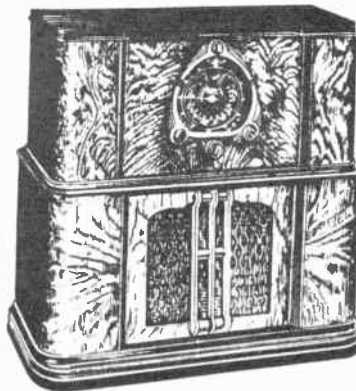
ZENITH

1938
→ LONG DISTANCE ← RADIO



ZENITH 12S267

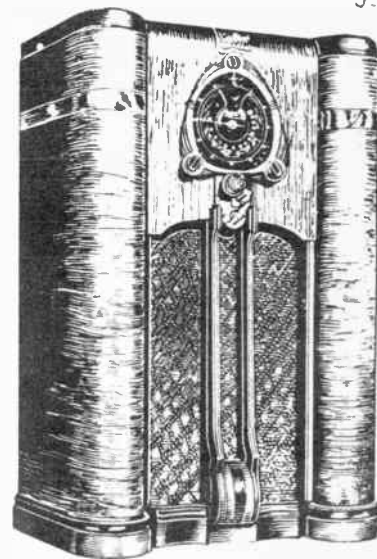
12 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 43 inches high. List Price Complete \$174.95



ZENITH 9S264

9 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 34 inches high.

List Price Complete \$129.95



ZENITH 9S262

9 Tubes, Tunes American and Foreign Broadcasts, Police, 12" Speaker, "Robot" Dial, Electric Automatic Tuning, Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 42 inches high.

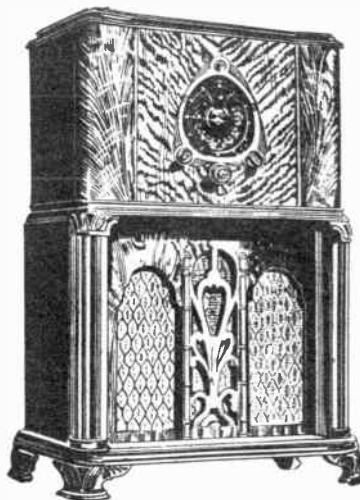
List Price Complete \$114.95



ZENITH 7S261

7 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 12" Speaker, Complete "Robot" Dial with Spinner Tuning and Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,740-5,930 K. C., 5,490-18,400 K. C.), 33 inches high.

List Price Complete \$114.95



ZENITH 15U270

15 Tubes, Tunes American, Foreign Broadcasts, Police, 12" and 6" Speakers, "Robot" Dial, Electric Automatic Tuning, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,746-5,930 K. C., 5,490-18,400 K. C., 17,850-44,870 K. C.), 43 inches high.

List Price Complete \$230.00



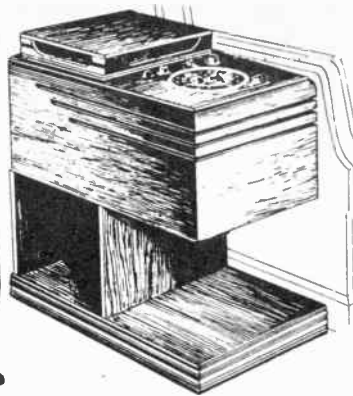
ZENITH 15U269

15 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, Ultra Short Wave, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1,752 K. C., 1,746-5,930 K. C., 5,490-18,400 K. C., 17,850-44,870 K. C.), 43 inches high.

List Price Complete \$190.00

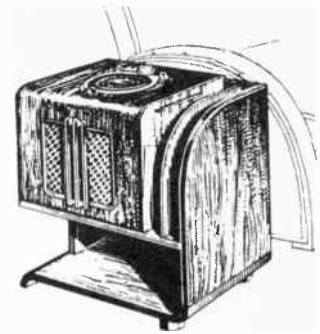
30 Day Trial - Three Year Written Guarantee

ZENITH
ARM CHAIR RADIO
The world at your elbow!
1938



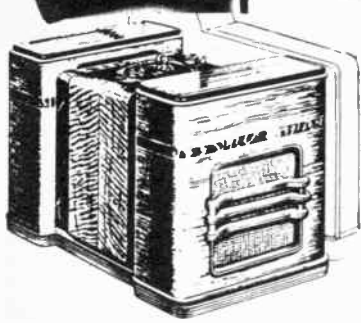
ZENITH Armchair Model 6S239
 6 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 6" Speaker, Continuous Type Tone Control, Foreign Station Relocator, Local Station Indicators, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 20 inches high.

List Price complete \$64.95



ZENITH Armchair Model 7S240
 7 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 8" Speaker, Complete "Robot" Dial with Spinner Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 23 inches high.

List Price complete \$94.95



ZENITH Armchair Model 15U246

15 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, Ultra Short Wave, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1752 K. C., 1746-3930 K. C., 5490-18,400 K. C., 17,850-44,870 K. C.), 20 inches high.

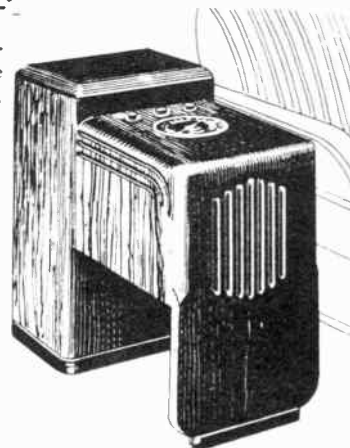
List Price complete \$190.00

ZENITH Armchair Model 12S245

12 Tubes, Tunes American and Foreign Broadcasts, Police Amateur, Aviation, Ships, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 20 inches high.

List Price complete \$154.95

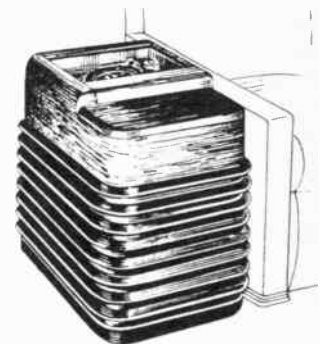
Twenty-six Arm Chair Radios to choose from. Priced to fit every purse . . . Styled to fit every home.



ZENITH Armchair Model 5S237

5 Tubes, Tunes American and Foreign Broadcasts, 6" Speaker, Tone Control, Local Station Indicators, Kilocycle Coverage (540-1752 K. C., 5490-18,400 K. C.), 18 inches high.

List Price complete \$39.95



ZENITH Armchair Model 7S242

7 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 8" Speaker, Complete "Robot" Dial with Spinner Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 21 inches high.

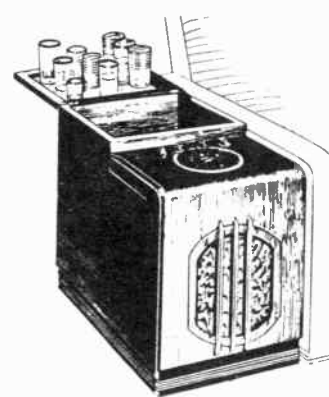
List Price complete \$104.95

THE WINCHARGER

USES FREE POWER FROM THE WIND

WINCHARGER

which blows free-power into batteries from the air. Unbelievably low power operating cost . . . 50c a year . . . for 10 hours a day operation . . . less than power line cost. No more dry batteries to buy . . . no more batteries to cart to town for recharging.



ZENITH Armchair Model 9S242

9 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 10" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 21 inches high.

List Price complete \$114.95

ZENITH Radio Bar 6S241

6 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, 8" Speaker, Continuous Type Tone Control, Foreign Station Relocator, Local Station Indicators, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 21 inches high.

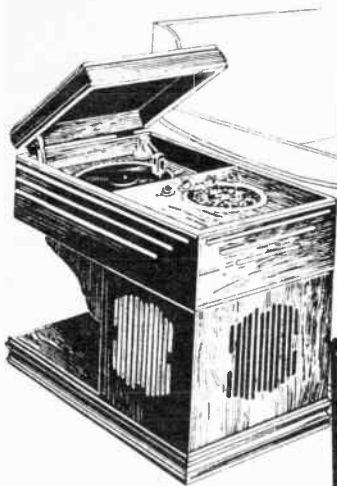
List Price complete \$89.95

Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA



Radio-Phonograph for 1938



ZENITH Radio and Phonograph 6S203

6 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships; Also Plays Standard 78 r.p.m. Phonograph Records; 8" Speaker. Continuous Type Tone Control, Foreign Station Relocator, Local Station Indicators, Kilocycle Coverage (540-1.752 K.C., 1.710-5.930 K.C., 5.490-18,400 K.C.), 22 inches high.

List Price Complete \$104.95



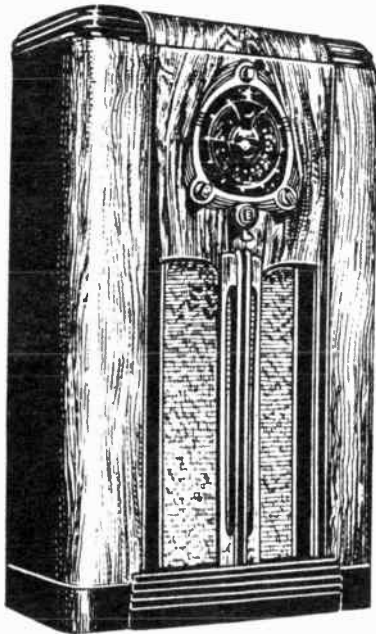
ZENITH Radio and Automatic Phonograph 12S205

12 Tubes, Tunes American and Foreign Broadcasts, Police, Plays and Automatically Changes Standard Phonograph Records, 12" Speaker, "Robot" Dial, Electric Automatic Tuning, Acoustic Adapter, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.), 36 inches high.

List Price Complete \$355.00



Complete ZENITH Line — For 1938 —



ZENITH Radio and Phonograph 9S204

9 Tubes, Tunes American and Foreign Broadcasts, Police, Amateur, Aviation, Ships, Also Plays Standard 78 r.p.m. Records, 12" Speaker, Complete "Robot" Dial with Electric Automatic Tuning and Tell-Tale Controls, Acoustic Adapter, Kilocycle Coverage (540-1752 K. C., 1740-5930 K. C., 5490-18,400 K. C.) 43 inches high.

List Price Complete.... \$164.95

Complete ZENITH Line — For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|-----------|---------|-------|---------|------------|
| 5R 216 | AC | 5 | 17 lbs. | \$ 19.95 |
| 5R 216W | AC | 5 | 17 | 22.95 |
| 5R 226 | AC | 5 | 19 | 25.95 |
| 5S 228 | AC | 5 | 20 | 32.95 |
| 5S 228W | AC | 5 | 20 | 35.95 |
| 5S 218 | AC | 5 | 18 | 34.95 |
| 5S 220 | AC | 5 | 17 | 37.95 |
| 5S 220Y | AC | 5 | 17 | 40.95 |
| * 6S 222 | AC | 6 | 22 | 49.95 |
| * 6S 229 | AC | 6 | 24 | 49.95 |
| * 6S 223 | AC | 6 | 23 | 59.95 |
| * 7S 232 | AC | 7 | 43 | 84.95 |
| * 9S 232 | AC | 9 | 44 | 94.95 |
| *12S 232 | AC | 12 | 48 | 104.95 |
| 5S 250 | AC | 5 | 53 | 49.95 |
| 5S 252 | AC | 5 | 57 | 59.95 |
| * 6S 157 | AC | 6 | 67 | 84.95 |
| * 6S 254 | AC | 6 | 74 | 84.95 |
| * 6S 254W | AC | 6 | 74 | 89.95 |
| * 6S 254Y | AC | 6 | 74 | 89.95 |
| * 6S 254H | AC | 6 | 74 | 89.95 |
| * 6S 256 | AC | 6 | 69 | 94.95 |
| * 7S 258 | AC | 7 | 73 | 99.95 |
| * 7S 258W | AC | 7 | 73 | 104.95 |
| * 7S 260 | AC | 7 | 78 | 99.95 |
| * 7S 260Y | AC | 7 | 78 | 104.95 |
| * 7S 261 | AC | 7 | 79 | 114.95 |
| * 9S 262 | AC | 9 | 86 | 114.95 |
| * 9S 263 | AC | 9 | 86 | 124.95 |
| * 9S 264 | AC | 9 | 83 | 129.95 |
| *12S 265 | AC | 12 | 83 | 154.95 |
| *12S 266 | AC | 12 | 91 | 164.95 |
| *12S 268 | AC | 12 | 127 | 164.95 |
| *12S 267 | AC | 12 | 98 | 174.95 |
| *15U 269 | AC | 15 | 100 | 190.00 |
| *15U 270 | AC | 15 | 125 | 230.00 |
| *15U 271 | AC | 15 | 121 | 240.00 |
| *15U 272 | AC | 15 | 160 | 320.00 |
| *15U 273 | AC | 15 | 140 | 330.00 |
| *1000Z | AC | 25 | 340 | 755.00 |

ARMCHAIRS

| | | | | |
|-----------|----|----|-----|--------|
| 5R 236 | AC | 5 | 32 | 29.95 |
| 5R 236W | AC | 5 | 32 | 32.95 |
| 5S 237 | AC | 5 | 36 | 39.95 |
| 5S 237Y | AC | 5 | 36 | 42.95 |
| 5S 237W | AC | 5 | 36 | 42.95 |
| * 6S 239 | AC | 6 | 40 | 64.95 |
| * 6S 241 | AC | 6 | 67 | 89.95 |
| * 6S 241W | AC | 6 | 67 | 94.95 |
| * 7S 240 | AC | 7 | 67 | 94.95 |
| * 7S 240W | AC | 7 | 67 | 99.95 |
| * 7S 242 | AC | 7 | 86 | 104.95 |
| * 7S 242W | AC | 7 | 86 | 109.95 |
| * 9S 244 | AC | 9 | 83 | 109.95 |
| * 9S 242 | AC | 9 | 87 | 114.95 |
| * 9S 242Y | AC | 9 | 87 | 119.95 |
| *12S 245 | AC | 12 | 79 | 154.95 |
| *15U 246 | AC | 15 | 160 | 190.00 |

PHONOGRAPH - RADIO COMBINATION

| | | | | |
|-----------|----|----|-----|--------|
| * 6S 203 | AC | 6 | 65 | 104.95 |
| * 6S 203W | AC | 6 | 65 | 109.95 |
| * 9S 204 | AC | 9 | 90 | 164.95 |
| *12S 205 | AC | 12 | 196 | 355.00 |

NOTE!—All models marked with an asterisk (*) include a \$5.00 Zenith all-wave antenna, without extra charge.

Prices Subject to Change Without Notice.

Complete ZENITH Line — For 1938 —

| MODEL NO. | CURRENT | TUBES | WEIGHT | LIST PRICE |
|----------------------------------|---------|-------|--------|------------|
| FARM MODELS | | | | |
| 4F 227 | 2 volt | 4 | 16 | 24.95 |
| 5F 233 | 2 volt | 5 | 16 | 34.95 |
| 5F 251 | 2 volt | 5 | 52 | 49.95 |
| 4B 231 | 6 volt | 4 | 21 | 29.95 |
| 5J 217 | 6 volt | 5 | 25 | 44.95 |
| 5J 255 | 6 volt | 5 | 57 | 59.95 |
| 5J 247 | 6 volt | 5 | 42 | 59.95 |
| 6J 230 | 6 volt | 6 | 28 | 59.95 |
| 6J 257 | 6 volt | 6 | 64 | 84.95 |
| * 7J 232 | 6 volt | 7 | 65 | 84.95 |
| * 7J 259 | 6 volt | 7 | 83 | 104.95 |
| AC-DC MODELS ALL TYPES | | | | |
| 6D 219 | AC-DC | 6 | 15 | 29.95 |
| 6D 219Y | AC-DC | 6 | 15 | 32.95 |
| 6D 219W | AC-DC | 6 | 15 | 32.95 |
| 6D 221 | AC-DC | 6 | 16 | 34.95 |
| * 7D 168Z | AC-DC | 7 | 72 | 84.95 |
| * 7D 222 | AC-DC | 7 | 21 | 59.95 |
| * 7D 229 | AC-DC | 7 | 23 | 59.95 |
| * 7D 223 | AC-DC | 7 | 27 | 64.95 |
| * 7D 239 | AC-DC | 7 | 34 | 69.95 |
| * 7D 241 | AC-DC | 7 | 67 | 89.95 |
| * 7D 241W | AC-DC | 7 | 67 | 94.95 |
| * 7D 243 | AC-DC | 7 | 74 | 99.95 |
| * 7D 203 | AC-DC | 7 | 65 | 114.95 |
| * 7D 203W | AC-DC | 7 | 65 | 119.95 |
| * 7D 253 | AC-DC | 7 | 57 | 79.95 |
| BOAT & TRAILER MODELS | | | | |
| 4B 106 | 6 volt | 4 | 22 | 39.95 |
| 6B 107 | 6 volt | 6 | 29 | 69.95 |

NOTE!—All models marked with an asterisk (*) include a \$5.00 Zenith all-wave antenna, without extra charge.

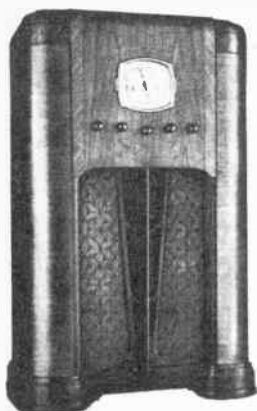
Every Radio Shipped in Original Factory Cartons

1938 GENERAL MOTORS DELCO HOME RADIOS

FARM MODELS

32 VOLTS

The Homesteader



MODEL R-3212 32 Volts • 9 Tubes

CABINET—Top and front of center-matched half round Walnut. Ends of matched sliced Walnut. Size—40" high, 24" wide, 12½" deep.

BANDS—3—American, Foreign and Police Amateur from 540 to 1720 Kilocycles and from 2.2 to 18 Megacycles.

CHASSIS—9 tubes—glass. Continuously variable tone selector. Automatic volume control. 10" dynamic speaker. Parallel push-pull pentode output. Three-gang condenser with radio frequency state operating on all bands. No vibrator.

DIAL—5½" x 5" Sunbeam pillow-shaped.

List Price Complete \$99.95

The Reporter



MODEL R-3210 32 Volts • 6 Tubes

CABINET—Striped Walnut front and sides rolled around continuously. Top sliced Walnut. Size—20" long, 9" deep, 10" high.

BANDS—2—American Broadcast and Police, Foreign and Amateur from 540 to 1720 Kilocycles and from 5.8 to 18 Megacycles.

CHASSIS—6 tubes—glass. Continuously variable tone selector. Automatic volume control. 6" electro-dynamic speaker. Push-pull pentode output. No vibrator.

DIAL—5½" x 5" Sunbeam pillow-shaped.

List Price Complete \$54.95

THE SPORTSMAN

R-6012—7 Tubes — 6 volts

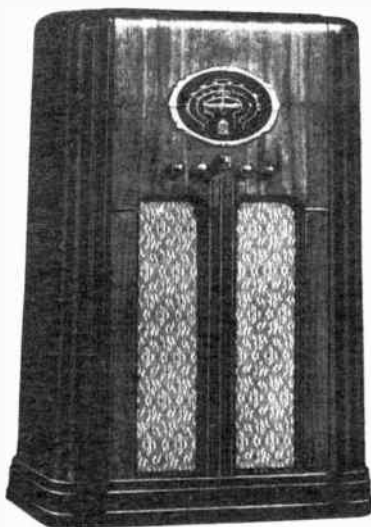
CABINET—Continuous instrument and top panel of matched Walnut. Two-tone fluted pilasters. Size—39½" high, 24" wide, 11¾" deep.

BANDS—3—American Broadcast, Foreign and Police-Amateur. Complete coverage from 540 Kilocycles to 18 Megacycles. Radio frequency stage operating on all bands.

CHASSIS—7 tubes. Using the new rugged type 15-tube, permitting set to be operated on a wider range of battery voltage. Selectivity control. Automatic bass compensation. Automatic volume control. Continuously variable tone control. Class "B" audio output. Synchronous plug-in type vibrator.

DIAL—7" Multi-colored oval dial.

List Price Complete.....\$86.50



THE THOROUGHbred

R-2055—5 Tubes — 2 volts

CABINET—Striped Walnut front and top of one continuous piece rolled from the base over the top. Ends and feet of Walnut finish. Size—21" long, 12½" deep, 11½" high.

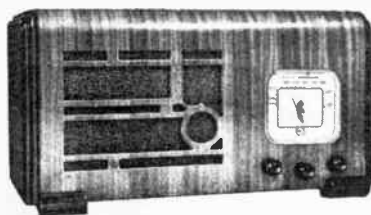
BANDS—American Broadcast and Police from 540 to 1720 Kilocycles.

CHASSIS—5 tubes—glass. Using the latest type low drain tubes. Automatic volume control. 6" Newly Developed Permanent Magnet Dynamic Speaker.

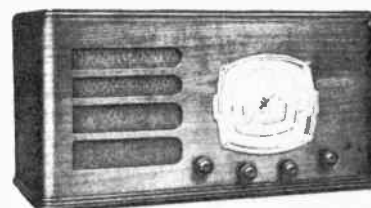
DIAL—4" x 4½" Sunbeam pillow-shaped. On-off indicator.

List Price Complete \$37.95

2 VOLTS



6 - VOLTS



THE VAGABOND

R-6015—6 Tubes — 6 volts

CABINET—Striped Walnut front and sides rolled around continuously. Top sliced Walnut. Size—20" long, 9" deep, 10" high.

BANDS—3—American, Foreign, Police-Amateur from 540 Kilocycles to 18 Megacycles.

CHASSIS—6 tubes—glass (octal base). Using the new type 150 milliamperes tubes providing greater performance with more economical battery usage. Set may be operated on a wider range of battery voltage. Class "B" audio output. Continuously variable tone control. Three-gang condenser. Automatic volume control. Synchronous type plug-in vibrator. 6" newly developed permanent magnet dynamic speaker.

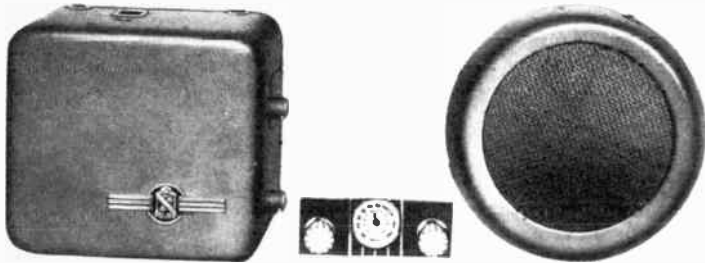
DIAL—5½" x 5" Sunbeam pillow-shaped.

List Price Complete \$59.95

GENERAL MOTORS DELCO

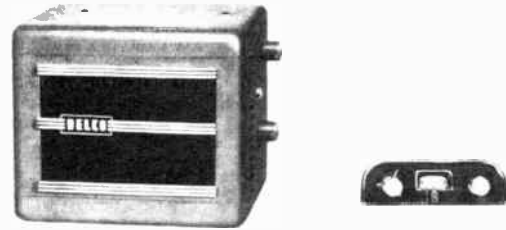
FOR ALL CARS

THE FINEST AUTO RADIO EVER BUILT



THE CHAMPION MODEL R-644
6 GLASS TUBES OCTAL BASE

Delco's "Champion" set—performs in the manner of all champions. More stations with greater power and better tone. Large Super Dynamic Dash Speaker. Continuously variable tone control mounted on control panel. The push-pull audio system employs two 6V6G Beam Power Output Tubes for greater power without distortion. The Champion is the radio for discriminating motorists. **\$68⁹⁵**
Shipping Weight 32 lbs.



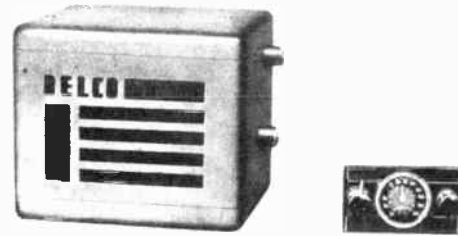
THE BLUE STREAK MODEL R-641
6 GLASS TUBES OCTAL BASE

The Blue Streak . . . a record breaker for performance . . . New 6V6G Beam Power Output Tube . . . Increased sensitivity with greater power output and less noise . . . Continuously variable tone control mounted on control panel . . . Superb tone. **\$52³⁵**
An outstanding value Shipping Weight 20 lbs.



THE ACE MODEL R-643
6 GLASS TUBES OCTAL BASE

The Ace is a real leader in the auto radio field. This model adapted for use with Header, Instrument Panel or Dash Speaker. New 6V6G Beam Power Output Tube for greater power without distortion. Continuously variable tone control mounted on control panel . . . more stations with greater power and less noise—**\$56⁹⁵**
a very fine performing auto radio Shipping Weight 20 lbs.



THE CHALLENGER MODEL R-640
6 GLASS TUBES OCTAL BASE

The Challenger demands attention . . . Suede finish . . . modernistic grille . . . Continuously variable tone control mounted on control panel. Pentrode output stage. The Challenger is **\$42⁹⁵**
a real station getter—popularly priced . . . 18 lbs.



THE SAMSON MODEL R-642
6 ALL-METAL TUBES—8" SPEAKER

The Samson is as powerful as its name implies . . . The most powerful and marvelous toned single unit set ever developed . . . A newly developed 8" dynamic speaker, continuously variable tone control mounted on control panel . . . Newly designed stream-lined case . . . Shipping weight: **\$54⁹⁵**
21 lbs.

CONTROLS for all Cars



Delco leads again with the most complete line of controls for 1937, 1936, 1935 and 1934 cars. Notice the full-vision dials on the Delco Custom Built Controls—see how easy they are to read. With Delco you have your choice of controls.

Motorola



AUTO



RADIO



"GOLDEN VOICE" MOTOROLA THE ARISTOCRAT OF RADIO

The finest money can buy. ACOUSTINATOR Equipped: Octal Base Tubes: 8" Oversize Permanent Magnet Dynamic Speaker with "Ortho-Acoustic" tone chamber adjustable to acoustics of your car. Push-pull amplification; Class "B" power output—LOW BATTERY DRAIN. Perfected automatic volume control; "Adapto" broad range antenna system; full "Magic Eliminode"—NO spark plug suppressors. *Breath-taking.* **\$69.50** Complete life-like radio reception.

With Optional 10" Permanent Magnet Dynamic Speaker \$74.50

Shipping Weight 33 pounds

MOTOROLA MODEL "65" ACOUSTINATOR EQUIPPED

New streamline beauty. Powerful Built-in 8" Electro Dynamic Speaker: 6 Tubes: ACOUSTINATOR Equipped: LOW BATTERY DRAIN. Uses cold cathode and new "Booster" tubes, automatic volume control, full wave interruptor-type vibrator, "Adapto" broad range antenna system, "Magic Eliminode"—NO spark plug suppressors necessary, improved superheterodyne, all-electric, installs over steering post. Connections for Optional External Speaker. *Finest quality in its price class.* Complete **\$49.95**

Shipping Weight 30 pounds

MOTOROLA "70" DE LUXE 8" PERMANENT MAGNET DYNAMIC SPEAKER

ACOUSTINATOR Equipped: Large 8" Permanent Magnet Dynamic Speaker with "Ortho-Acoustic" tone chamber adjustable to acoustics of your car. 6 Tubes: Big power output with LESS BATTERY DRAIN, perfected automatic volume control, "Adapto" broad range antenna system, full "Magic Eliminode"—NO spark plug suppressors, perfectly matches dash of your car. *You can't appreciate the fine tonal quality and outstanding performance of this De Luxe model until you've heard it!*

Shipping Weight 32 pounds

List Price Complete\$54.95



MOTOROLA MODEL "45" WONDERFUL PERFORMANCE

Nothing in its class can touch it! 6 Tubes: Powerful Built-in 6" Electro Dynamic Speaker: Local-Distance Sensitivity Control: Broad Range Tone Control. Improved superheterodyne circuit, all-electric, 3-gang tuning condenser, full wave interruptor-type vibrator, "Adapto" broad range antenna system, "Magic Eliminode"—NO spark plug suppressors, installs over steering post, perfectly matches dash of your car. *An outstanding value!* Complete **\$39.95**

Shipping Weight 28 pounds



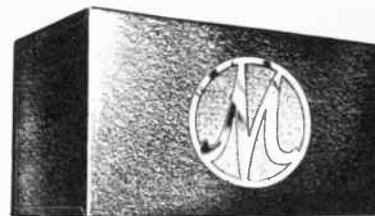
ENJOY THE THRILLING NEW ACOUSTINATOR

With the thrilling new ACOUSTINATOR, you can dial programs far and near, accommodating the sensitivity of your Motorola to your location, insuring distinct, noise-free reception.

And as you ride you can interpret programs to suit your fancy . . . (VOICE) "spotlighting" your favorite speaker or soloist—or (MUSIC) enjoying balanced musical programs—or (BASS) emphasizing the mighty, deep bass instruments.

Custom-Built CONTROLS

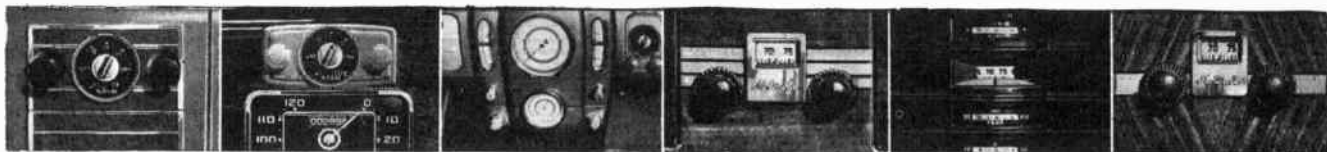
NOTE! WHEN ORDERING AUTO RADIOS MAKE SURE YOU MENTION THE MAKE OF AUTOMOBILE AND YEAR OF MANUFACTURE.



MOTOROLA MODEL "35" BIG VALUE SINGLE UNIT

6 Tubes: 3-gang Tuning Condenser: 8 Tuned Circuits: Built-in Electro-Dynamic Speaker. Matches the dash of your car. No extra charge for dash mounting plate. Improved superheterodyne, all-electric, automatic volume control, full wave interruptor-type vibrator, "Adapto" broad range antenna system, "Magic Eliminode"—NO spark plug suppressors, installs easily over steering post. *A genuine Motorola at a price everyone can afford.* Shipping Weight 22 pounds

List Price Complete\$32.95



Modell's Since 1889

NEW YORK - CHICAGO - ATLANTA

Motorola

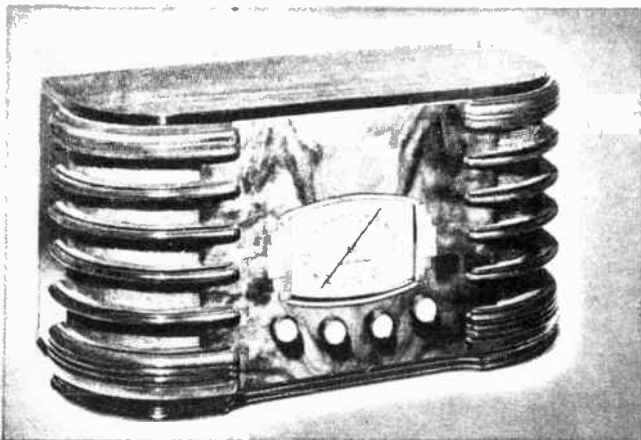
Presents
Three Different
Home Radios



MOTOROLA 9-A It's Different!

A totally new version of the "armchair" design. 9-tube, 3-band superheterodyne. Tuning range: 540 to 1,720 kc.; 2,200 to 7,000 kc.; 7,000 to 22,000 kc. "Talking Dial," Tuning Eye, Acoustic Amplification. 3-gang condenser, AVC, tone-voice control, beam power tube, 12-inch Super Fidelity Speaker. Cabinet: Height 20 1/4 in.; Width 17 1/2 in.; Length 27 in. Shipping Weight 56 pounds

List Price Complete \$89.95



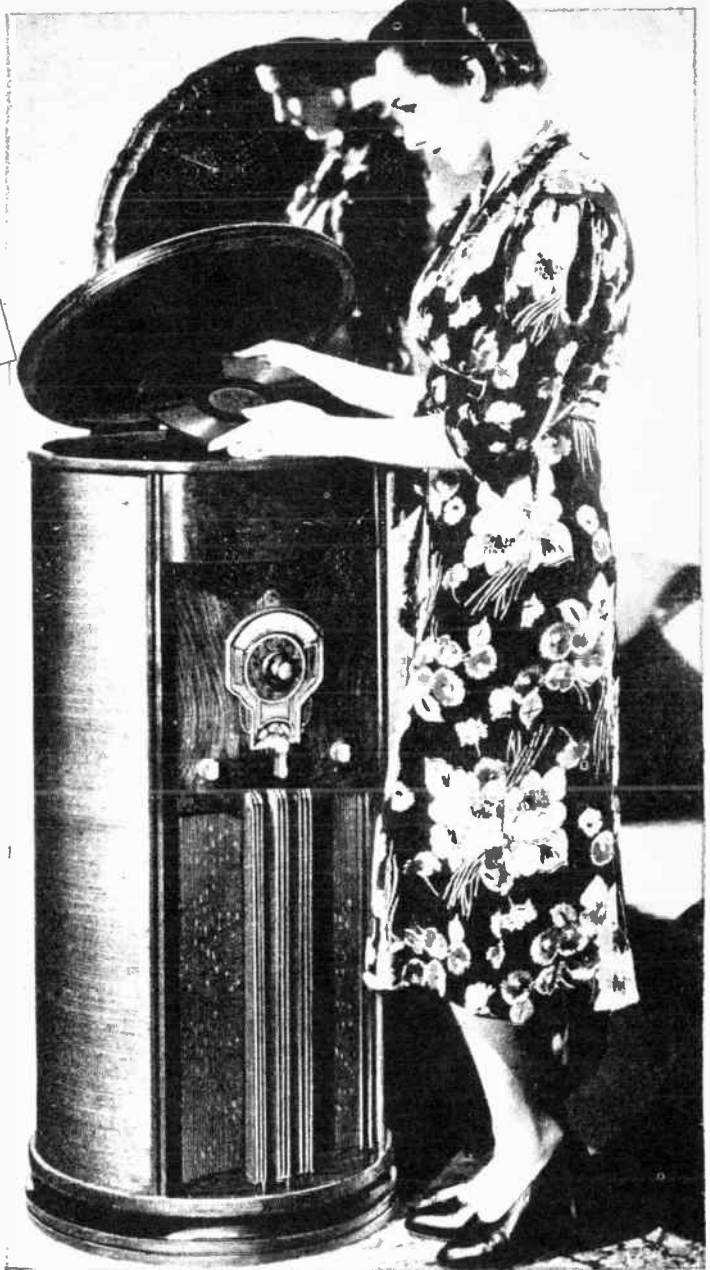
MOTOROLA 5-T-2 It's Different!

• TWO SPEAKERS!

A DeLuxe 5-tube, 2-band superheterodyne with two 6-inch dynamic speakers. Tuning range: 540 to 1,720 and 5,650 to 18,000 kc. 3-gang condenser. Golden dial, tone-voice control, AVC

Shipping Weight 30 pounds

List Price Complete.....\$59.95



MOTOROLA 9-R It's Different!

9-tube, 3-band, All-Electric Phonograph Radio. Electric phonograph has automatic stop, heavy duty motor, record-radio switch on motor board. Plays 10-inch and 12-inch records. Radio tuning range: 540 to 1,720 kc.; 2,200 to 7,000 kc.; 7,000 to 22,000 kc. "Talking Dial," Tuning Eye, 3-gang condenser, AVC, tone-voice control, beam power tube, 8-inch Super-Fidelity Speaker. Cabinet: Height 41 1/4 in.; Diameter 18 1/2 in.

Shipping Weight 75 pounds List Price Complete... \$149.95

★ Here they are: Three beautiful, new, Motorola Home Radios—different from anything you've ever seen, and better in every way! The new Motorola 9-R is the most compact phono-radio combination on the market today. Conveniently fits into corners and odd-spots in any room. Acoustic amplification gives finest record or radio reproduction you've ever heard.

America's Largest World Radio History Standard Set House

→ PLEASE READ THIS PAGE CAREFULLY BEFORE ORDERING ←

Certified Guarantee

30 Day Trial - Three Year Guarantee

This radio is unconditionally guaranteed and will be serviced free for three years. We warrant this radio to be brand new and free of any electrical and mechanical defects, and pledge to replace any defective part or parts within ninety days from date of delivery. We further guarantee all tubes for a period of six months, provided they have in no way been physically damaged. Any radio regardless of make purchased from us may be returned to us within 30 days for credit or exchange towards the purchase of any other model.

Guarantee No.

2160

Modell's

SINCE 1889

NEW YORK

CHICAGO

ATLANTA

"MODELL'S Sales Policy Conforms With All State and Federal Laws"

HOW TO ORDER

You may send your order, to New York, Chicago or Atlanta. The list prices of the various models are fixed by the respective manufacturers.

You may, however, place your order through one of our authorized agent salesmen.

Payment may be made directly to him and he will mail the remittance to us.

You may also request our salesman to ship your order directly to you if you so desire. Your radio guarantee will be mailed to you from our executive offices at New York City.

DOMESTIC

We ship C.O.D. if desired, providing a deposit of 20% accompanies your order. We cannot ship C.O.D. to new customers without a deposit. C.O.D. parcels may be shipped to all parts of the United States, Porto Rico, Hawaii, Alaska, Canada and Mexico. We cannot ship C.O.D. outside of the United States excepting to those countries mentioned. Orders generally cannot be sent C. O. D. in care of banks, as most banks refuse to handle such shipments. Remittance in full plus transportation costs saves you extra collection costs.

SERVICE

We maintain complete stocks, controlled by frequent inventories. This, together with a large efficient organization, trained to know the customers' needs, means that you will, at all times, receive what you rightfully deserve, REAL service.

SENDING MONEY

The safest and best way to send money is by postal express or telegraph money order, bank drafts or firm checks. Do not send cash. If absolutely necessary to remit cash, send by registered mail only. Do not hesitate to include sufficient postage or express carrying charges. Over-payments are promptly refunded. Insufficient postage often delays shipments needlessly.

EXPRESS & FREIGHT SHIPMENTS

are sent transportation charges collect. If your station has no agent please send sufficient money to cover transportation. Charges are the same either way. All over-payments are promptly refunded. Rates vary with the shipping point.

RETURNING MERCHANDISE

If you find it necessary to return any merchandise for adjustment, please write in advance stating full details. We will immediately forward the necessary shipping instructions. Your co-operation in this respect will be appreciated and will help us to give you better service. When returning merchandise, prepay charges, pack carefully and insure.

FOREIGN

Orders from foreign countries receive careful attention. They are packed and shipped to ensure very prompt and satisfactory delivery.

Our terms on ALL foreign sales are as follows: Payment in New York by letter of credit against documents, or 50% deposit WITH ORDER, balance sight draft against bill of lading. These conditions will not apply to certain countries where rigid exchange control conditions exist. In countries where rigid exchange control exists, merchandise plus transportation charges must be paid in full in New York before shipment can be made. All quotations F.O.B. CORTLANDT ST. New York with slight additional charge for export packing. ORDERS UP TO \$25.00 PAYABLE IN FULL IN ADVANCE, PLUS SHIPPING CHARGES. Remittance by draft on New York bank in U. S. currency. We do not recommend that you send us foreign checks, as shipment will be delayed until cleared.

RADIO SETS SHOULD BE ORDERED SHIPPED BY EXPRESS ONLY

EXPRESS CHARGES are also determined by weight of shipment and distance of consignee from shipper. The following chart enables you to estimate express charges.

| Maximum Distance in miles. | 50 Mi. | 150 Mi. | 300 Mi. | 500 Mi. | 750 Mi. | 1000 Mi. | 1500 Mi. | 2000 Mi. |
|----------------------------|--------|---------|---------|---------|---------|----------|----------|----------|
| cost up to 5 lbs. | \$0.39 | \$0.41 | \$0.45 | \$0.48 | \$0.52 | \$0.56 | \$0.66 | \$0.76 |
| " 10 lbs. | .43 | .48 | .56 | .62 | .69 | .76 | .98 | 1.16 |
| " 15 lbs. | .47 | .54 | .66 | .75 | .86 | .97 | 1.29 | 1.57 |
| " 20 lbs. | .51 | .61 | .77 | .89 | 1.03 | 1.18 | 1.61 | 1.98 |
| " 25 lbs. | .55 | .67 | .87 | 1.02 | 1.20 | 1.35 | 1.93 | 2.39 |
| " 35 lbs. | .63 | .80 | 1.08 | 1.23 | 1.54 | 1.79 | 2.56 | 3.20 |
| " 45 lbs. | .71 | .93 | 1.29 | 1.56 | 1.88 | 2.21 | 3.19 | 4.02 |
| " 55 lbs. | .79 | 1.06 | 1.50 | 1.83 | 2.22 | 2.62 | 3.82 | 4.83 |
| " 75 lbs. | .95 | 1.32 | 1.92 | 2.37 | 2.90 | 3.44 | 5.08 | 6.46 |
| " 95 lbs. | 1.11 | 1.58 | 2.34 | 2.91 | 3.58 | 4.26 | 6.33 | 8.09 |
| For Ea. 100 lbs. | 1.15 | 1.65 | 2.45 | 3.05 | 3.75 | 4.47 | 6.65 | 8.50 |

EXPRESS INSURANCE RATES—For shipment values under \$50, no extra insurance charge. For values of \$50 to \$150—10c. For each additional \$100 value or portion thereof—10c.

Mail Your Orders to NEW YORK, CHICAGO or ATLANTA

Modell's

Since 1889

CHICAGO, ILL.

56 West Washington St.

ATLANTA, GA.

57 Forsyth Street

NEW YORK, N. Y.

58 Cortlandt St.

**THE BEST
BUY OF THE
YEAR!**

The **NEW** 1938
Music Master Radio
THE MAESTRO OF RADIO PERFORMANCE

**5 TUBE AC-DC
with Dynamic Speaker**

At the fabulous price we are offering this fine little set, here's a splendid opportunity to get that extra receiver you've wanted for the kitchen, the children's room or the den, etc. Unusually efficient, no trouble to install or operate.

● **DEPENDABLE TRF CIRCUIT**

The circuit employed is the reliable, time-tried tuned radio frequency type, and provides exceptionally fine tune, good sensitivity and adequate selectivity. Five tubes are used: a 6D6, 6C6, a 4J pentode power output, 2J25 and L55B.

● **ELECTRO-DYNAMIC SPEAKER**

The set's output is efficiently handled by a matched dynamic speaker which will fill the average home with crisp reproduction.

This feature plus its a.c. d.c. operation and the fact that it is small enough to be carried in a grip makes it a favorite with the traveler and week-end-er—take it anywhere and just plug it in.

● **RECEIVES POLICE CALLS**

Brighten up your days at home by tuning in exciting police calls, always a source of sure-fire thrills. Tuning range from 180 to 550 meters.

● **LATEST STYLE CABINET**

A new type cabinet in the modern manner houses this compact receiver. It has a hand rubbed walnut finish and is rectangular in shape to neatly fit on a bookshelf, mantel, or desk. Extra heavy grade wood is used, with reinforcements in the corners. Rubber mounting feet protect the surface on which it is placed.

● **AN EXCELLENT PERSONAL RADIO**

This set is especially attractive to those who prefer listening to their own programs, apart from those received on their regular family receiver. It has good quality plus ample volume for the discriminating person.

The new overflow design is embodied in this splendid walnut finish cabinet striking a new note in appearance and a receiving set of exceptional performance.



Music Master
Model 700

**BIGGEST VALUE
Ever Offered**

\$14⁹⁵

List Price Complete.....

- 5 tube AC/DC . . . Tuned radio frequency.
- Unbreakable glass covered gold illuminated dial.
- Eight to one tuning dial mechanism.
- Full sized dynamic speaker.
- Finely hand rubbed walnut finished cabinet.
- 2 wave bands which include police and amateur signals in addition to station broadcast.
- 540-1720 K.C.
- 110-125 volts . . . 50-60 cycles.
- Tubes—4J, 6D6, 6C6, 2J25, L55B.
- Shipping Weight 8½ lbs.

LICENSED UNDER R.C.A., HAZELTINE & LATOUR PATENTS

DIRECT FACTORY DISTRIBUTORS

Mail Your Orders to **NEW YORK CHICAGO or ATLANTA**

Scheduled number of days for delivery to representative cities throughout the United States and Adjacent Canada

- 1—Next day
- 2—2nd day
- 3—3rd day
- 4—4th day



EXPRESS CHARGES are also determined by weight of shipment and distance of shipping from origin. The following chart enables you to estimate express charges.

| Distance (mi.) | 10 lbs. | 20 lbs. | 30 lbs. | 40 lbs. | 50 lbs. | 60 lbs. | 70 lbs. | 80 lbs. | 90 lbs. | 100 lbs. |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 10 | 1.00 | 1.50 | 2.00 | 2.50 | 3.00 | 3.50 | 4.00 | 4.50 | 5.00 | 5.50 |
| 20 | 1.25 | 1.75 | 2.25 | 2.75 | 3.25 | 3.75 | 4.25 | 4.75 | 5.25 | 5.75 |
| 30 | 1.50 | 2.00 | 2.50 | 3.00 | 3.50 | 4.00 | 4.50 | 5.00 | 5.50 | 6.00 |
| 40 | 1.75 | 2.25 | 2.75 | 3.25 | 3.75 | 4.25 | 4.75 | 5.25 | 5.75 | 6.25 |
| 50 | 2.00 | 2.50 | 3.00 | 3.50 | 4.00 | 4.50 | 5.00 | 5.50 | 6.00 | 6.50 |
| 60 | 2.25 | 2.75 | 3.25 | 3.75 | 4.25 | 4.75 | 5.25 | 5.75 | 6.25 | 6.75 |
| 70 | 2.50 | 3.00 | 3.50 | 4.00 | 4.50 | 5.00 | 5.50 | 6.00 | 6.50 | 7.00 |
| 80 | 2.75 | 3.25 | 3.75 | 4.25 | 4.75 | 5.25 | 5.75 | 6.25 | 6.75 | 7.25 |
| 90 | 3.00 | 3.50 | 4.00 | 4.50 | 5.00 | 5.50 | 6.00 | 6.50 | 7.00 | 7.50 |
| 100 | 3.25 | 3.75 | 4.25 | 4.75 | 5.25 | 5.75 | 6.25 | 6.75 | 7.25 | 7.75 |

EXPRESS INSURANCE RATE—The minimum amount payable for express insurance is \$10.00. The rate is 1% of the value of the goods insured, plus 10¢ per \$100.00. The rate is 50¢ per \$100.00 for goods insured for more than 100 days.

YOUR SHIPMENT TRAVELS ON FAST PASSENGER TRAINS

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