



THE PEOPLE'S CHOICE



De

VICTOR 1937

World Radio History

RCA Building, Radio City, New York. Symbol of RCA leadership and Headquarters of the RCA Family. Here, also, are the NBC Studios, 100% RCA Victor equipped.





RADIOGRAM

RCA COMMUNICATIONS INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

TO SHIPS AT SEA

WORLD

BETWEEN IMPORTANT U.S. CITIES

TO THE PUBLIC:

IF YOU ARE CONSIDERING THE PURCHASE OF A RADIO SET, MAY WE RECOMMEND FOR YOUR EARNEST CONSIDERATION AN RCA VICTOR? RCA VICTOR IS THE ONLY RADIO INSTRUMENT BACKED BY THE EXPERIENCE OF THE ONLY ORGANIZATION ENGAGED IN EVERY PHASE OF RADIO—THE RADIO CORPORATION OF AMERICA. INTO EVERY RCA VICTOR IS BUILT THE ENGINEERING EXPERIENCE OF RCA COMMUNICATIONS WHICH PROVIDES INSTANT RADIO COMMUNICATION WITH 47 FOREIGN COUNTRIES AND SHIPS ON THE SEVEN SEAS. INTO EVERY RCA VICTOR BUILT THE ENGINEERING EXPERIENCE OF RCA'S BROADCASTING SERVICE—THE NATIONAL BROADCASTING COMPANY. INTO EVERY RCA VICTOR IS BUILT THE EXPERIENCE GAINED IN THE DESIGNING AND MANUFACTURING OF A COMPLETE RADIO SYSTEM, FOR RCA BUILDS EVERYTHING FROM THE MICROPHONE IN THE STUDIO TO THE LOUDSPEAKER IN THE HOME. THE FACT THAT OVER FIFTY PER CENT OF THE BROADCAST POWER ON THE AIR IS RCA INSTALLED, THAT THOUSANDS OF THE THEATRES OF THE UNITED STATES USE RCA SOUND FOR THE SCREEN; THE FACT THAT RCA LEASED BY COLUMBIA PICTURES, RADIO PICTURES, TWENTIETH CENTURY-FOX, WARNER BROTHERS, WALT DISNEY, PATHE NEWS AND OTHERS AND THE FACT THAT OVER THIRTEEN MILLION RADIOS AND PHONOGRAPHS HAVE BEEN BUILT BY RCA VICTOR IS INDISPUTABLE PROOF OF RCA'S LEADERSHIP IN THE FIELD OF RADIO AND SOUND REPRODUCTION. COMPARE RCA VICTOR VALUES AND DECIDE FOR YOURSELF.

E. T. CUNNINGHAM, PRESIDENT
RCA MANUFACTURING COMPANY, INC.

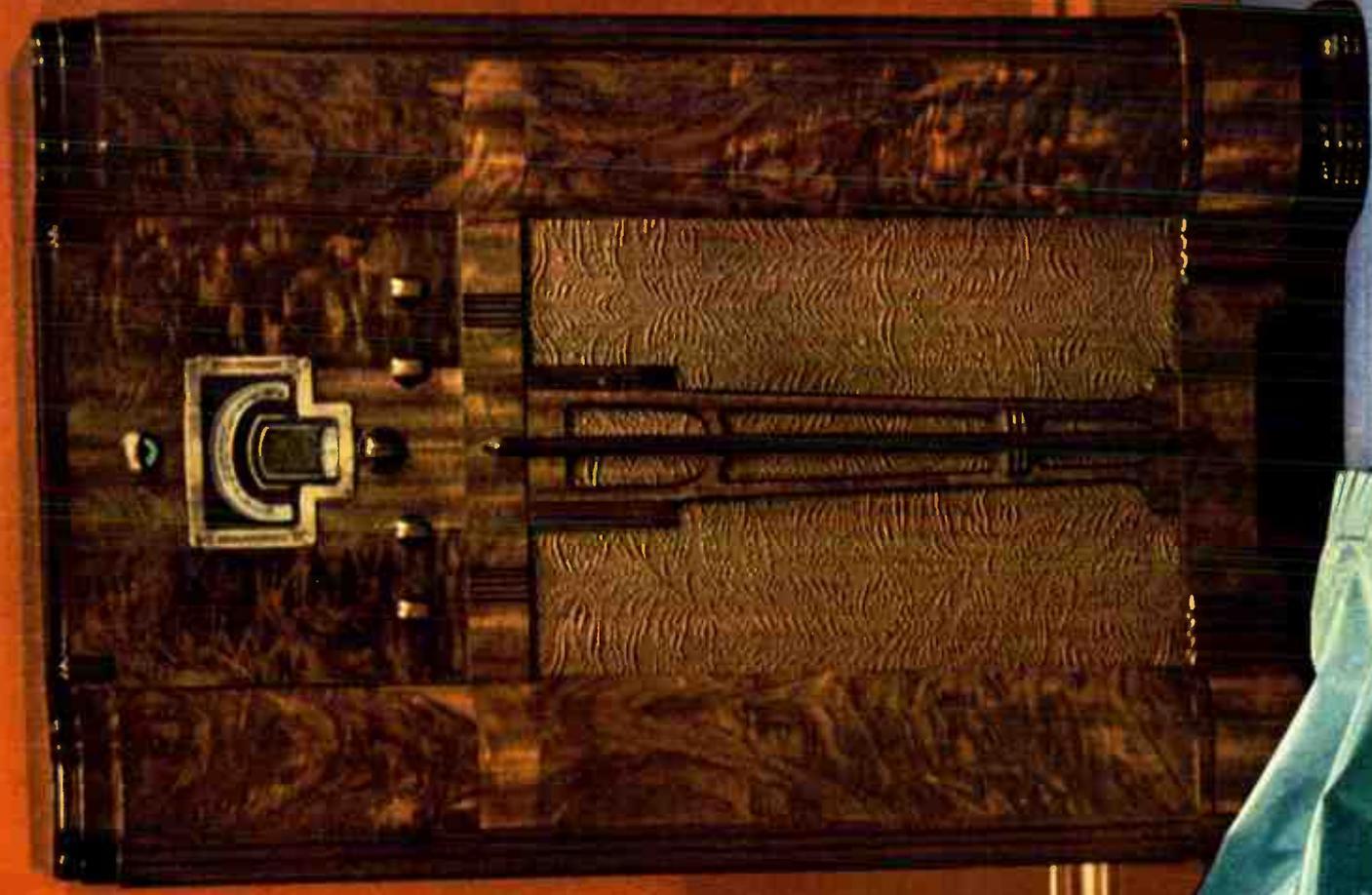
Magic Voice Radio 15-K

Magic Brain, Magic Eye, Metal Tubes. 150-410 and 530-60,000 kcs. Covers virtually every broadcast frequency. 15 tubes, 12" Electro-Dynamic Speaker, 30 watts output, higher fidelity, new Selector Dial, Super-sensitive Magic Eye, 3-point Automatic Tone Compensation, full Automatic Volume Control, permanent circuit alignment.



Yours for Thrilling, Enduring Pride of Ownership . . .

Your new RCA Victor will bring you infinitely more than the rare woods of cabinet, more than the gleaming, precision-made chassis. It will bring you a sense of genuine pride . . . something of the elation the man of letters derives from his rare first editions . . . something of the effulgent joy the violin virtuoso finds in his silver-tongued Stradivarius. This is because your RCA Victor will make you sense the vast RCA experience that has gone into it . . . the unequalled skill with which it was designed . . . and the scrupulous precision with which it was assembled into a thing of sturdy beauty, a possession of which you may be justifiably proud.



"As a musician, I want my radio to be a musical instrument . . . that is why my choice is RCA Victor for faithful interpretation."

—LILY PONS



Magic Voice Radio 9K-2: Magic Brain, Magic Eye, Metal Tubes. 150-410 and 530-60,000 kcs. A marvelous value! The lowest-priced instrument offering all of Radio's "Big 4"! Brings in every type of program broadcast, over the entire kilocycle spectrum. 9 watts output, big Speaker, 2-speed tuning, Selector Dial, Band Spreader, phonograph connection, permanent circuit alignment. Cabinet is a creation of true artistry. In this instrument you will find years of supreme radio satisfaction.



Magic Brain Radio 9-K: Magic Eye and Metal Tubes. 150-410 and 530-22,000 kcs. Despite its relatively low price, this splendid instrument gives true Magic Brain performance, at 4.5 watts output, through a big Dynamic Speaker, Selector Dial, 2-speed tuning, high-frequency tone control, Band Spreader, Automatic Volume Control, phonograph connection, built-in Antenna Couplers. Exquisitely appealing cabinet. All in all, here is a radio that will serve you like a good friend, and well repay you for your investment.





Magic Voice Radio 13-K: Magic Brain, Magic Eye, Metal Tubes. 150-410 and 530-60,000 kcs. Richly luxurious 13-tube instrument! Higher Fidelity tone and virtually all of radio's other great achievements . . . such as full Automatic Volume Control, Automatic Tone Compensation, Selector Dial, automatic Antenna Coupler and Record Player connections. A joy to both eye and ear.



Magic Voice Radio 10-K: Magic Brain, Magic Eye, Metal Tubes. 150-410 and 530-60,000 kcs. Magnificent console-model Superheterodyne of 10 tubes, 5 bands. A wealth of every type of broadcasting, beautifully reproduced with higher fidelity with such features as 12" Super-fidelity Speaker, Higher Fidelity selectivity control, full Automatic Volume Control and Automatic Tone Compensation, Music-Speech Control.



Famous Tone and Cabinetry in Table Models, Too . . .

It is traditional among those who know radio that RCA Victor builds superior table models, with brilliantly designed, faultlessly constructed chassis — identical with those used in console instruments. The Speakers are large, their tone rich, resonant and faithful. The cabinets are built in RCA Victor's own famous cabinet factory — to the same high standards to which console models are constructed and of the same strong, handsome woods. Too, they are creations of the same famous designers . . . and richly beautiful.



Magic Brain Radio 9-T: Magic Eye and Metal Tubes. High sensitivity means more stations; selectivity for sharp separation of stations close together on the dial; extraordinary tone quality. 150-410 and 530-60,000 kcs.—all frequencies carrying U. S. and foreign programs, police, aircraft and amateur phone, and U. S. Aviatice Weather Report Band. Large Speaker, 2-speed tuning, Selector Dial, Band-Spreader, High Frequency Tone Control, Music-Speech Control, full Automatic Volume Control, 2-point Automatic Tone Compensation, permanent alignment and other big features!



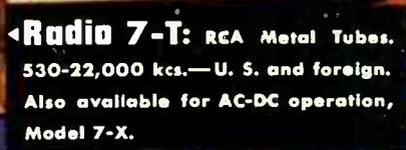
Magic Brain Radio 10-T Magic Eye and RCA Metal Tubes. 10 tubes, 5 bands, covering 150-410 and 530-60,000 kcs.—virtually every broadcast frequency! A superb Superheterodyne with many great features.



Magic Eye Radio 8-T: RCA Metal Tubes. 530-22,000 kcs. → Also available for battery operation, Models 8-BT and 8-BT-6.



Radio 7-T: RCA Metal Tubes. 530-22,000 kcs.—U. S. and foreign. Also available for AC-DC operation, Model 7-X.





↑ **Radio 6T-2:** 6 RCA Metal Tubes. — U. S. and foreign, police, aviation and amateur calls. 4.5 watts output, 8" Speaker.



↑ **Radio 4-T:** 4-tube Superheterodyne bringing in U. S. programs and a band of police calls. Excellent fidelity for an instrument so inexpensive.

Radio 6-T: 6 RCA Metal Tubes. 540-6,600 kcs. — U. S. and foreign programs. Similar radios for battery operation, Models 6-BT and 6BT-6. ↓



Radio 5-T: 540-6,600 kcs. — 49- ↑
meter band foreign and U. S. programs, police, aviation and amateur phone. Big Speaker, Automatic Tone Compensation.



Radio's Greatest Value

Radio 6-K with 6 RCA Metal Tubes. 2-band Superheterodyne covering 540-6600 kcs. for 49-meter band foreign programs, police, aviation, amateur calls and U. S. programs. Many fine features, such as big Dynamic Speaker, Edge-Lighted Dial, and Automatic Tone Compensation.





Now You Can Play Victor Records Through Your Radio Set, With the RCA Victor Record Player

Even the finest radio cannot bring you such clear, life-like reproduction as is yours to enjoy on "Higher Fidelity" Victor Records . . . and only on records can you summon at will "the music you want when you want it" . . . the music of the greatest composers of all time played by the outstanding artists of contemporary music!

Easily available and inexpensive though Victor Records are, their use has until now been limited . . . at least to those who owned phonographs. But today—you don't even need a phonograph to enjoy Victor Records! Incredible as that may seem, it is quite true, for RCA Victor has developed a new instrument—equally incredible, until you hear it—called the Record Player. It plays records through your radio!

The Record Player is surprisingly inexpensive

. . . is easily attached to nearly any radio set, especially the 1937 RCA Victor AC radios of 5 tubes and more, which are equipped with phonograph connections. The Record Player has an electric motor*, and no winding is necessary. It has a volume control, an electric pickup, a turntable accommodating both 10 and 12 inch records, and may be played at a distance as great as 25 feet from the radio. You can place the Record Player near your favorite armchair.

Now, with a Record Player, you can more than double the pleasure your new radio affords! There are hundreds of thousands of famous Victor Records to choose from . . . the recordings of more than 7000 of the world's foremost artists. Let us demonstrate this instrument and you'll agree with us . . . it is the essential complement to your radio set!

*Also available with spring-wind motor for operation with battery radios.



"For really faithful interpretation my choice is an RCA Victor Phonograph-Radio, in every sense a musical instrument."

—NELSON EDDY

Phonograph-Radio 9 U-2: 150-410 and 530-60,000 kcs. Magnificent 9-tube instrument with Magic Voice, Magic Brain, Magic Eye and Metal Tubes. Automatic Record-Changer, spring-floated motorboard, Automatic Tone Compensation. Covers virtually every broadcast frequency. 9 watts output, 12" Speaker, Band-Spreader, Tone Control, Music-Speech Control, full Automatic Volume Control. New type cabinet. Enjoy the pleasure of "the music you want when you want it," as well as radio's fine programs.

Right under the hinged top is the beautiful radio control panel—easy to see—easy to tune.



Radio 7-K: 530-22,000 kcs. U. S. and foreign programs, police, aviation, amateur phone. Edge-Lighted Dial, 4.5 watts output, 2-speed tuning.



Magic Eye Radio 8-K with Metal Tubes. 530-22,000 kcs. An outstanding buy—3-band, 8-tube Superheterodyne bringing in 6 foreign bands additional to calls of aircraft, police and amateurs, and U. S. programs. Output 4.5 watts, Edge-Lighted Dial, high-frequency Tone Control and other fine features. Also available for battery operation, Models 8-BK and 8BK-6.



Radio 6K-2: 6 RCA Metal Tubes. 540-18,000 kcs.— police, aircraft, amateur phone; foreign and U. S. programs. Antenna Wave Trap, Automatic Volume Control, Automatic Tone Compensation, high-frequency Tone Control . . . Similar models for battery operation, 6-BK and 6BK-6.

Phonograph-Radio D-22: Magic Brain, Magic Eye, Metal Tubes. Magnificent instrument with automatic Record-Changer and virtually all the improvements ever devised by radio and phonograph engineers. Plays records through the Dynamic Amplifier, which provides accurate volume contrasts from softest to loudest tones. Radio covers all frequencies from 140-410 and 540-60,000 kcs.—U. S. and foreign programs, police, aircraft and amateur calls. 25 watts output. Two large Speakers, Automatic Tone Compensation.

Victor Library of Recorded Music: World's most comprehensive collection of great masterpieces, selected by a distinguished jury of musicians and music critics—461 Higher Fidelity Victor Records, including orchestral and operatic classics, and vocal and instrumental solos, performed by the leading musicians of the day. See the Victor Library at your dealer's.





All the Beauty of Higher Fidelity . . . Never until now has science been able to create an instrument capable of reproducing all the superb music engraved in "Higher Fidelity" Victor Records . . . the pace of magnificent improvements in the recording studio has been too swift for the phonograph. Now, however, the new Electrola R-99 revises all this. Here at last is an instrument that renders with utter faithfulness every delicate shading of tone and overtone, every subtle nuance, of artist and orchestra alike. Your favorite recordings speak with a new voice through this instrument; reservoirs of latent beauty well up, revealing an unsuspected richness and artistry. A greatly improved Dynamic Amplifier gives you every proper variation in volume, whether it be the hushed, fragile pianissimo or the climactic triple forte. Seven tubes control the instrument's flawless tone, and a score of epochal improvements—from Feathertouch Pickup to Dynamic Speaker—bear it, unsullied, to your ears.



Phonograph-Radio 9-U: Here, in a striking, truly gorgeous cabinet, is an instrument offering a world of entertainment, far surpassing that of any other instrument at anywhere near the price. You can thrill to the incomparable music of Victor Records, when in the mood for certain favorite selections . . . or switch to radio to hear fascinating U. S. and foreign programs, or your choice of police, aircraft and amateur calls. A smooth, silent motor—Improved Pickup—Inertia Tone Arm and Automatic Record-Changer are but a few of the fine phonograph features in this model. And in its radio, you find Magic Voice for pure, life-like tone . . . the Magic Brain, that assures "more stations, better tone, ease of operation" . . . the Magic Eye for visual, silent tuning . . . and Metal Tubes for really modern service. You will enjoy a score of other great features, as well . . . from 2-speed tuning (essential to easy short-wave dialing) to full Automatic Volume Control.



◀ **Phonograph-Radio**

8-U: Electric motor, automatic stop, newly improved inertia tone-arm pickup, volume control. Magic Eye and 7 other tubes (metal), covering 150-320, 530-1500 and 5400-18,000 kcs.—foreign and U. S. programs. Edge-Lighted Dial, big Speaker, Automatic Tone Compensation, Automatic Volume Control.

▶ **Phonograph-Radio**

7-U: 540-18,000 kcs. Radio and record music at low price! Synchronous motor, automatic stop, improved tone arm, record volume control. Magic Eye, Metal Tubes, Edge-Lighted Dial, 2-speed tuning, Automatic Tone Compensation. 7 tubes. Never before could you buy such an instrument for so little.



◀ Auto Radio 5M and 6M:

In the same beautiful cabinet you may get either a 5-tube or a 6-tube instrument of high quality — Metal Tubes, 6" Speaker, Custom-built Dash Mountings, Automatic Volume Control, Compensated Volume Control and other great features.



◀ **Auto Radio 6M2:** A deluxe Superheterodyne Auto Radio with separate 8" Speaker of excellent tone quality. Metal Tubes, Custom-built Dash Mountings, Edge-Lighted Dial, 9 watts output, Variable Tone Control and other features assuring living-room quality reception while you drive.

Record Player R-93: Plays records through your radio! Electric motor, plays both 10 and 12 inch records. Volume control. Easily attached. Available in choice of four colors, Chinese red, black, bone-white and walnut. Also available with spring-wind motor for battery set operation.

Record Player R-93-2: All the delight to be found in Model R-93, yet in a larger, even more handsome cabinet of hand-rubbed walnut veneers. Records may be played with the lid closed.

Electrola R-95: A portable Electric Phonograph with excellent 3-tube amplifier; modern, efficient Electro-Dynamic Speaker of high tone quality. Removable power cord and ingenious handle make for convenience when you take it traveling. Enjoy "the music you want when — and where — you want it."



MODEL R-93



MODEL R-95



MODEL R-93-2

*The Intimate Instrument
for Boudoir, Den or Nook*

AC-DC Radio 5X-3

540-6500 kcs. 2-band Superheterodyne with 5 tubes, Automatic Volume Control, stable circuit alignment. Covers a band of foreign programs, and calls of police, aircraft and amateurs. Alternating or direct current operation.



AC-DC Radio

4-X: 540-1720 kcs.

In a little gem of a cabinet is a 4-tube Superheterodyne that brings in programs and police calls. Dynamic Speaker.



AC-DC Radio

4X-3: 540-1720

kcs. A model ideal for best room, office or living-room. 4 tubes, Superheterodyne circuit.

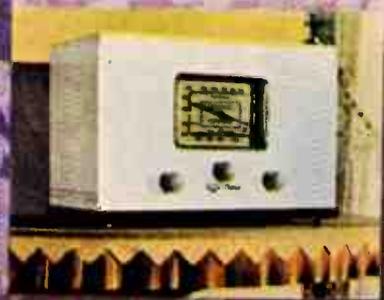
AC-DC Radio 5X-4

540-6500 kcs. Excellent little Superheterodyne in white cabinet. 5 tubes, 2 bands, foreign programs, police, aircraft, amateur calls. Stable circuit alignment.

AC-DC Radio

4X-4: 540-1720 kcs.

This fine model has 4 tubes, Superheterodyne circuit, 5" Speaker.



AC-DC Radio 5-X: 540-6500

kcs. 5-tube, 2-band Superheterodyne with band of foreign programs and police, aviation and amateur calls. Dynamic Speaker, Airplane Dial, Automatic Volume Control; plays on alternating or direct current.





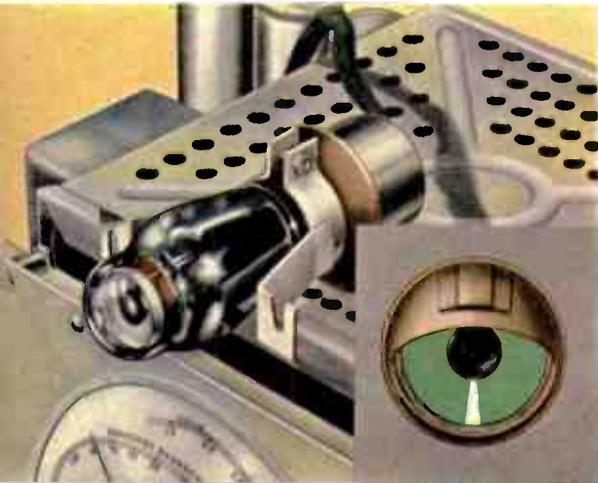
KAYE

**IMPROVED MAGIC ▶
BRAIN IN 1937 RCA
VICTOR RADIOS** The famous Magic Brain unit is now far more efficient than ever before, with an ingenious new coil system, a stabilized oscillator circuit, and Air Trimmers assuring, definitely, "more stations, better tone, easier operation"!



THRILLING FEATURE

ONLY RCA CAN PRODUCE



▶ **THE KEENER MAGIC EYE** The Magic Eye is a marvelously helpful radio feature! You may tune silently, with volume turned down, for the "Eye" tells you, when its dark sector is narrowest, that you're tuned in perfectly. Then turn up the volume and hear the program as it should sound — crystal clear!

**BETTER LISTENING VIA ▶
RCA METAL TUBES** Metal Tubes have proved their superiority! . . . definitely, finally, emphatically! No wonder people insist on Metal-Tube Radio . . . the "Sealed in Steel" type, with the shorter leads, quieter operation, perfect self-shielding, and greater efficiency on short waves.



MAGIC VOICE REVOLUTIONIZES REPRODUCTION

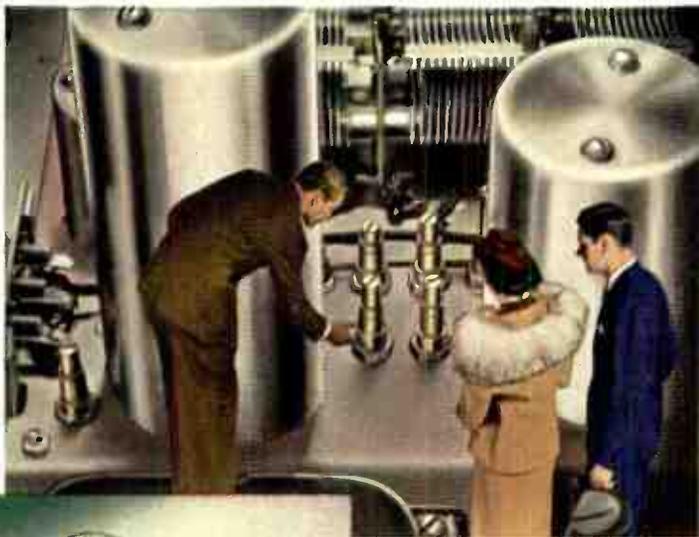
The Magic Voice, consisting of an acoustically sealed chamber between chassis and cabinet floor, and between both sides, front and back of the cabinet, plus 5 organ-like pipes opening through the floor of the cabinet, almost magically controls tone! You hear only desired tones, free from "boom" and reverberation. (See final page)

S



CIRCUITS PERMANENTLY ALIGNED

Due to the use of newly developed Air Trimmers and Magnetite Core I-F Transformers, RCA Victor radios for 1937 stay permanently "aligned." That is, the gradual lessening of a receiver's efficiency through use, temperature and atmospheric changes is completely eliminated.



IMPROVED SPEAKERS

The big Electro-Dynamic Speakers in the 1937 instruments by RCA Victor produce a new high in tone quality. Larger coil windings as well as greater cone diameter contribute to this desirable result.

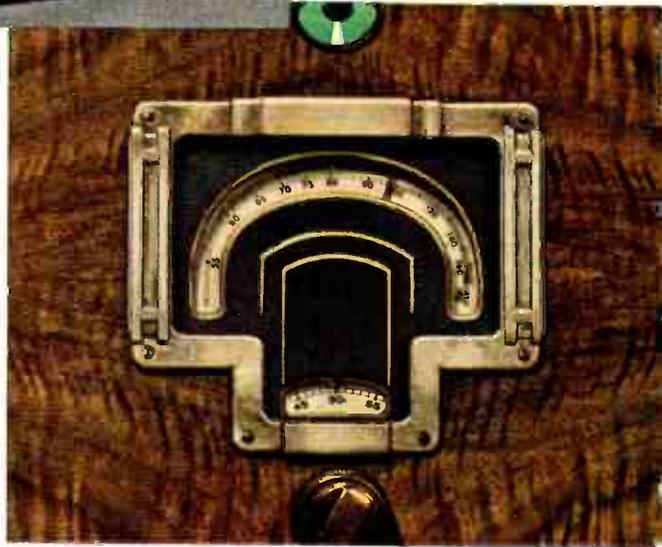




PHONOGRAPH CONNECTIONS

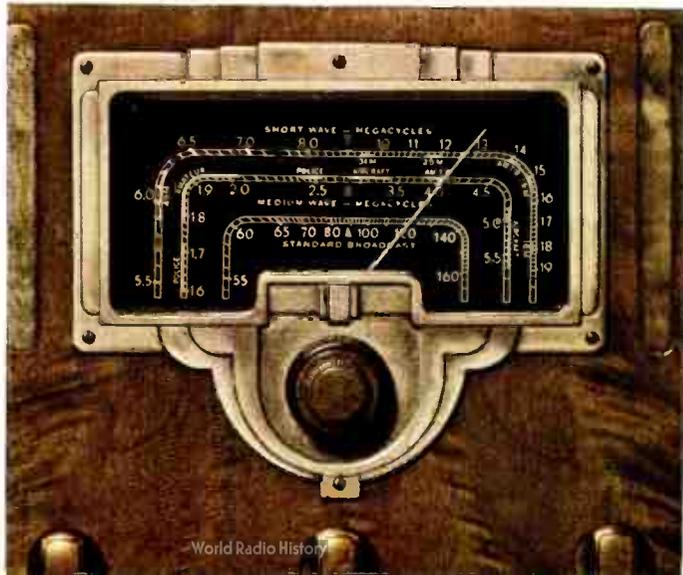
are features of the 1937 RCA Victor Radios, enabling you quickly and easily to attach a Record Player (Model R-93 or Model R-93-2)—and instantly convert your receiver into a fine phonograph-radio combination and begin to enjoy, also, "the music you want when you want it"—on Victor Records!

SELECTOR DIAL This dial of the de luxe RCA Victor Models is the most ingenious tuning device ever conceived. It is simple, easily readable, and a child can use it without confusion. Only one tuning-scale appears at a time, and the Band-Spreader "widens out" congested short-wave bands.



EDGE-LIGHTED DIAL

A precise, beautifully designed, pleasingly lighted dial, presenting the numerals and markings plainly and in such a way that the stations you want may be located easily. Various types of broadcasting are plainly indicated on the dial itself.





SYMPHONY IN WOOD

Many people do not realize the important part played in radio reception by the cabinet. A fine radio cabinet is more than an ornamental box to house a mechanism that might otherwise be out of place in one's living room; it is a sounding board that adds depth and sonority to the musical notes emerging from the loudspeaker—that makes the program a vital, living thing rather than an empty echo of reality. This is in addition, of course, to the sensory appeal of pleasant proportions, artistic design, substantial construction and suitability to one's home furnishings * * Thus it is not merely to please the eye or the touch that RCA Victor cabinets are stronger and heavier than most, or that beautiful, expensive woods are used rather than cheap woods. These specifications are carefully calculated—as are mortise-and-tenon and dowel-pin joints rather than nails and screws—to insure heavier, stronger, musically more rich and satisfying cabinets. In other words, cabinets that not only appear to have character but that have character in fact. If, after that, we do everything in our power to beautify the outside of the cabinets, if we pridefully, and by hand, rub the surface until it glows with a soft, luxurious lustre, we feel that we are merely indulging a not-to-be despised pride of creation * * Finally, building musical cabinets is not only a matter of conscience but of knowing how. With 35 years of experience in this exacting profession, dating back to the early days of the exquisite old Victrola, RCA Victor feels confident that it knows how . . . perhaps better than any other radio or radio cabinet manufacturer in this country.



SAPELE



BUTT WALNUT



SATINWOOD



ORIENTALWOOD

*The Greatest Acoustical
Advance since the
Orthophonic Victrola*
MAGIC VOICE



Grouped in RCA Victor's unique tone chamber are five gleaming tone control pipes. You will never see them. They require no attention, nor adjustment. But sound flowing through this silvery corridor loses all mechanical quality. The program flows directly into the room . . . reaches you as the microphone hears it. "Room Presence" is at last an established fact!

Until RCA Victor engineers developed the Magic Voice, radio reproduction offered a serious problem which sound experts have labored for many years to solve. Sounds emanating from the back of the loudspeaker traveled out the open back of the set and around to the front, to mingle incorrectly with the sound issuing from the front of the speaker. The result was the familiar and irritating "boominess," an effect not unlike that obtained by talking into a rain barrel.

Magic Voice completely removes this unnatural, annoying characteristic. It utilizes the backward-flowing sound waves to reenforce the forward-moving sound waves, but in a controlled, scientific manner. Only those tones with which it is desirable to blend the sound issuing from the front of the speaker are released through the organ-like pipes—each of a carefully calculated length, and each precisely placed in relation to air space and loudspeaker—which penetrate the floor of the sealed sound chamber. The tone thus produced is startlingly better. "Boom" is gone. Voices and instruments sound thrillingly life-like, each being heard with all its individual characteristics of tones and overtones . . . and with a ringing clarity comparable only to the original sound itself.

CHECK THESE BRASS TACK FACTS! BEFORE YOU BUY ANY RADIO—READ THIS:

- 1 Only RCA Victor gives you the benefit of 35 years' experience in fine cabinet craftsmanship and musical reproduction — now climaxed by MAGIC VOICE.
- 2 Only RCA Victor has the MAGIC BRAIN, which provides the ultimate in controlled radio reception.
- 3 RCA Victor was the first with the MAGIC EYE for silent, precise tuning.
- 4 RCA was a pioneer in the manufacture and use of METAL TUBES — the greatest tube advance in 28 years.
- 5 RCA pioneered the first AC tubes and radio operated from the light socket.
- 6 RCA pioneered the first power-operated dynamic-type loudspeaker for the home.
- 7 RCA pioneered the first practical superheterodyne radio for home use.
- 8 RCA Victor is the leader in the electrical recording and reproduction of phonograph records.
- 9 Only RCA Victor, of all radio manufacturers, is a member of the great radio family which includes the National Broadcasting Company. Thus, through direct contact with every detail of broadcasting, RCA Victor knows how to build radios for best reception.
- 10 Only RCA Victor is associated with an international radio communications service . . . possesses the most intimate knowledge of world-wide short-wave reception . . . applies it to the perfection of radios for the home.
- 11 From RCA Victor's research laboratories, world's largest, have come many of the greatest advancements in radio, electronics and sound reproduction. All of this experience is built into RCA Victor radios and phonograph-radios.
- 12 Only RCA Victor manufactures everything in radio—from tubes to cabinet . . . from the microphone in the studio to the loudspeaker in your home.

RCA Victor BRINGS YOU THE FINEST SETS—BECAUSE RCA VICTOR KNOWS RADIO



While I enjoy radio immensely, I would not be without the distinct type of pleasure records alone can bring. They allow me the courtesy of being my own "program arranger." I can

certainly recommend one of the superb new RCA Victor Phonograph-Radios as the ideal home instrument.

RICHARD HIMBER



I have never been so conscious of the actual "presence" of the artist as when listening to a new RCA Victor with Magic Voice. It removed the "boom" from low notes and reproduced

the orchestra with a new brilliance that completely thrilled me.

RICHARD CROOKS

The new RCA Victors impress me as being exceptionally fine in appearance, and the musical quality, as compared with other radios I have heard, is extraordinary. The tuning mechanism is a marvel of ease and precision.



RAY NOBLE

I have just had the thrilling experience of hearing the new RCA Victor Electrola R-99. Never before have I heard such faithful reproduction of high and low tones, such breathtaking contrasts of volume, ranging from the whisper of the muted violin to the crash of tympani and the surge of the full orchestral



ALBERT SPALDING

RCA VICTOR ★ MAGIC VOICE • MAGIC BRAIN MAGIC EYE • METAL TUBES

Radio's Greatest Values

TABLE MODELS

4-T . . .	\$20.00
5-T . . .	29.95
6-T . . .	39.95
6T-2 . . .	49.95
7-T . . .	59.95
8-T . . .	69.95
9-T . . .	89.95
10-T . . .	109.95

PHONOGRAPH- RADIOS

7-U . . .	\$99.95
8-U . . .	159.95
9-U . . .	250.00
9U-2 . . .	300.00
D-22 . . .	600.00

RECORD PLAYERS

(Play Thru Radio)

R-93 Walnut	\$16.50
Red	18.50
Black	18.50
White	18.50
R-93 Spring Motor	16.50
R93-2 . . .	24.50

CONSOLE MODELS

6-K . . .	\$52.95
6K-2 . . .	62.95
7-K . . .	79.95
8-K . . .	89.95
9-K . . .	109.95
9K-2 . . .	129.95
10-K . . .	149.95
13-K . . .	175.00
15-K . . .	199.50

ELECTROLAS

R-95 . . .	\$49.95
R-99 . . .	149.50

AC-DC RADIOS

4-X . . .	\$27.95
4X-3 . . .	24.95
4X-4 . . .	22.95
5-X . . .	32.95
5X-3 . . .	29.95
5X-4 . . .	27.95
7-X . . .	54.95

AUTO RADIOS

5-M . . .	\$39.95
6-M . . .	49.95
6M-2 . . .	54.95

ALL PRICES AND MODELS SUBJECT TO CHANGE WITHOUT NOTICE

1-A

All prices F. O. B.—Camden, N. J.

The apparatus shown herein is licensed under Patents for Radio Broadcast Reception, and for certain other uses as set forth in the License Notice on the apparatus itself.

Form 1129



To RCA Stockholders:

Q These are the RCA Victor receiving sets—your sets and ours. From what we put into the making of these sets, we know that per dollar of sales price they are the finest that money can buy.

Q During the coming Holiday Season we will be making every effort to show the public that this is true. Our dealers have received booklets similar to this for distribution in our sales campaign, and you can count on them to do their part.

Q This campaign is our responsibility, but we want and need your help in putting it across. By becoming our customers and salesmen you will render the RCA and its stockholders a valuable service.

Q We invite you to join us in making RCA known as the symbol of the very best in Radio, and we send you at this time our most Cordial Christmas Greetings and our best wishes for the New Year.

Sincerely yours,

PRESIDENT

RADIO CORPORATION OF AMERICA

Dec. 11, 1936