

SHURE'S "SPRING FLYER"

VOL. V. NO. 4

1929

**THE MOST
REVOLUTIONARY
RADIO VALUE
OFFERED IN
MANY YEARS**

See Pages 4 & 5

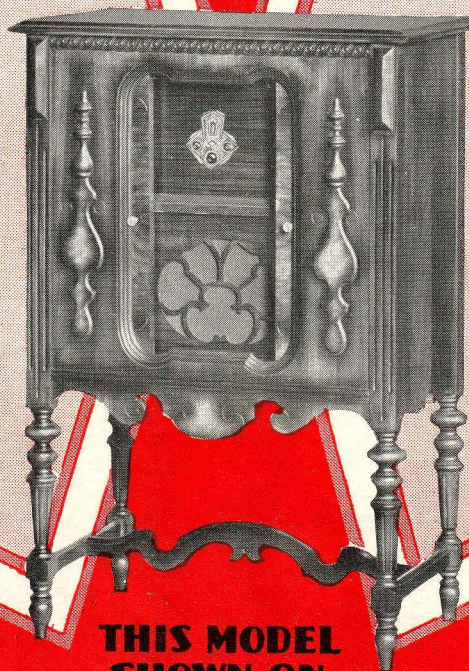
**NET
CONFIDENTIAL
WHOLESALE
PRICES**

Also—

Latest Showing of

Radio
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Camping Goods
Novelty Furniture
Sporting Goods

Keep and Use
Your Copy of
SHURE'S
"Sales Promoter"
General Catalog



**THIS MODEL
SHOWN ON
PAGE 10**

New Tube Prices
See Page 22

SHURE BROS.

335 W. MADISON ST.

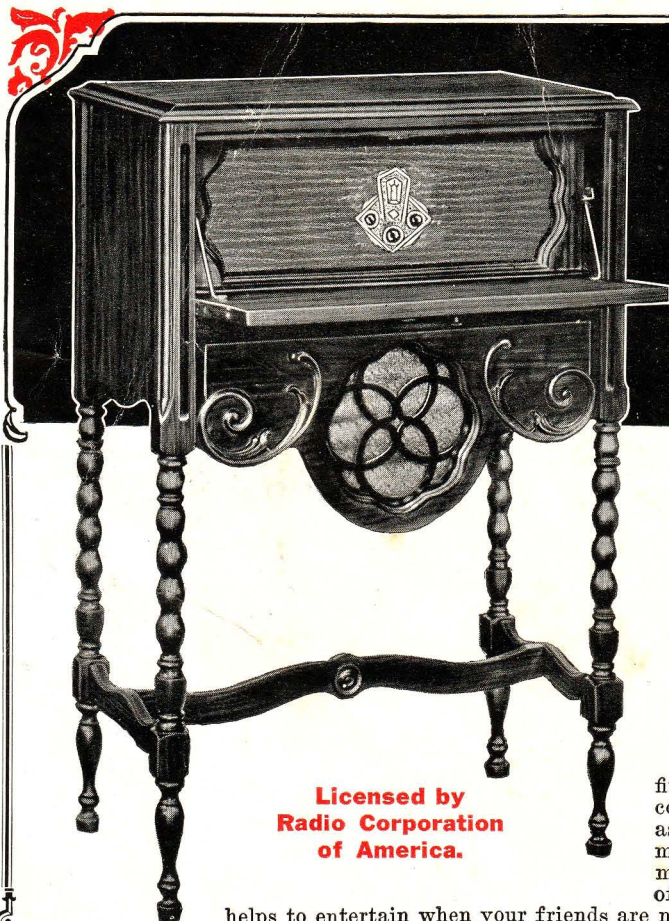
COMPANY

CHICAGO, ILLINOIS

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Chicago

FORMERLY
SHURE RADIO COMPANY

Printed in U. S. A.



Licensed by
Radio Corporation
of America.

The Macbeth ALL ELECTRIC *Admiral* 6/7 A-C

DESIGNED AND MADE FOR US BY
SILVER - MARSHALL Inc.

**A MAGNIFICENT
VALUE AT THE
AMAZING PRICE
of \$58³⁵_{NET}**

This pretty model is distinguished in two outstanding ways: first, it is an amazing value; second, it is the newest thing in radio console design. Even the larger stores who sometimes use radio as a "leader" and actually lose money on such sales, do not match this splendid offer. Those who have had the Macbeth Admiral Model in their homes have told us that through many hours of intimate enjoyment it has become almost a personal friend. It helps to entertain when your friends are near, and when they are gone keeps you company during your lonely hours. It is always there when you want it to bring in those programs you want to hear.

Beautiful and Distinctive Console

The console is beautiful and distinctive and represents the designer's purpose to provide complete housing for the radio receiver and speaker and retain grace and symmetry of design. How well he has accomplished this may be somewhat gained from the view of the photographs herewith. However, one does not get the full impression until the cabinet itself is seen.

Spanish Motif

It is constructed of choice quality American walnut with extra heavy five-ply top, front and ends. Although neat and graceful, the turned legs are strong and sturdy. The motif of the design is Spanish, the effect being brought out with rich carvings deftly placed on the front apron and fall leaf. This fall provides a comfortable arm rest when tuning the set. The finish is a rich, subdued dull brown, the natural walnut color, richly lacquered and rubbed. The console stands 38 inches high, 24 inches wide, and 14 inches deep. The speaker is installed behind the attractive grille front which is filled with a rich silk-like cloth. You have the choice of a sweet toned magnetic speaker or a powerful, natural pitched dynamic reproducer. With either equipment, you are assured of splendid results.

Remarkable Admiral Chassis

The heart of this beautiful cabinet is the famous Admiral A-C 6/7 chassis, designed and made for us by Silver-Marshall, Inc. It is well known for its remarkable tonal qualities, for its selectivity and for its unusually rugged construction. The Admiral chassis will never disappoint.

WITH MAGNETIC SPEAKER Set Only

No. 3G-10132. Macbeth Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$122.75.
Your NET.....

\$58³⁵

Complete Ready to Operate

No. 3G-10133. Macbeth Model as described above including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tubes, sweet toned Magnetic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$141.75.
Your NET.....

\$67⁸⁵

WITH DYNAMIC SPEAKER Set Only

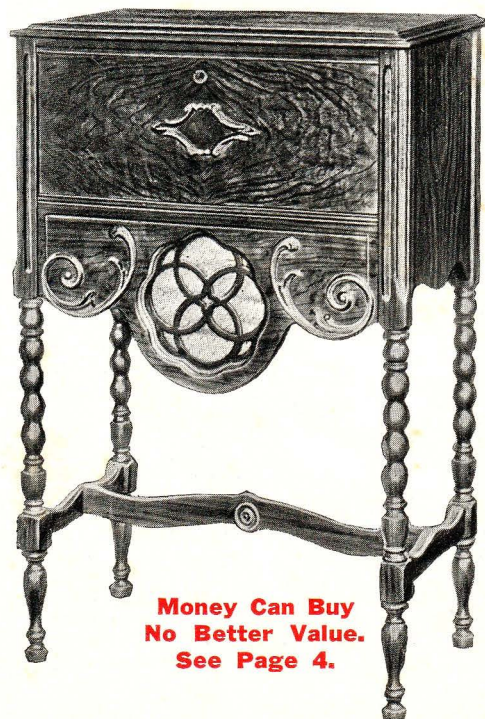
No. 3G-10134. Macbeth Model in cabinet as illustrated. Complete with Powerful Dynamic Speaker. No tubes or accessories. Retail Price, \$143.25.
Your NET.....

\$68³⁵

Complete Ready to Operate

No. 3G-10135. Macbeth Model as described including complete set of tubes, four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tube, Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$162.25.
Your NET.....

\$77⁸⁵



**Money Can Buy
No Better Value.
See Page 4.**

"BET Your Last DOLLAR"

on

Admiral

CHASSIS DESIGNED
AND MADE FOR US BY

SILVER MARSHALL INC.

ALL
ELECTRIC

A-C 6/7
RECEIVERS

Licensed Under Patents of Radio Corporation of America

Yes, you can bet your last dollar on the Admiral Line of All Electric A-C 6/7 Receivers. When you buy an Admiral, you are not buying "a cat in a bag." Unlike many other wholesale radio houses we are not promoting the sale of our own private label merchandise leaving you to guess where it comes from. We offer you at a price that defies all competition, advertised as well as non-advertised lines of merchandise, a radio receiver which we guarantee to out-perform anything selling within its price class. We realize this is claiming a great deal, but we do not ask you to take our word for it. You are at liberty to order one of these receivers in the usual way. You may test it among your own surroundings and in your own conditions for more than two weeks, and you are to be the sole judge as to whether you want to keep this receiver or return it for full credit or cash refund. A more liberal guarantee has never been made, and even before you order you have a double assurance of quality—represented by Silver-Marshall, Inc., and by the SHURE BROS. COMPANY.

Because all this can be offered, licensed by the Radio Corporation of America, at the remarkably low figure of \$34.95 (for the chassis) is what causes us to exclaim on the front cover of this catalog that we have for you here the "Most Revolutionary Radio Value Offered In Many Years."

We present a receiver upon which we expect you to build a business—a receiver you can count on to perform in any locality and under almost any conditions. We do not expect our first sale to you to be our last sale. We know many of our dealers will sell 50, 75, 100 or even more of these chassis. We have therefore contracted for production in sufficient quantities to take care of your requirements. We cannot urge you too strongly to start at once. Season is no longer a factor. This was definitely proved last summer when many dealers sold more A-C electric sets than they had sold the entire previous winter. Now is the time to get started! Order your sample chassis at once for immediate delivery!

SHURE BROS. COMPANY GROWING BIGGER AND BIGGER

Since mailing our last general catalog just a few months ago we have to report with pride tremendous growth and expansion. We have more than doubled our operating space and

our staff. We have added several engineers and radio experts who are in a position to take care of all your technical requirements in receivers, public address amplifiers, kits, etc.

Keep and Use Our General Catalog

The Shure Sales Promoter, Volume V, No. 1 is still in force. Do not discard it when you receive this "Spring Flyer" as time has not permitted our showing a complete line in this issue. Everything illustrated in our catalog and discount sheet still stands except the price changes shown in this "Flyer." If you do not have your copy, write for another, and it will be sent to you promptly.

Personally Interested Service!

Our progress and advancement lies in keeping our customers, not merely getting them. For that reason, our entire organization is schooled to a high degree of courtesy, promptness, and intelligence in the handling of our dealers' orders. We know many of our dealers personally and very intimately. We would also like to meet you, and urge you to call on us when you are in Chicago. And we want those whom we cannot see to feel that we know their problem just as if a personal visit to our Chicago store had been made. It is always our aim and ambition to make the name Shure synonymous with Service!

Thousands of Satisfied Customers

As we look back over the past few months, we are justly proud of the confidence shown us by thousands of satisfied customers from coast to coast, and even in foreign lands. No point in the entire world is too far to be benefited by Shure Service. Every order that comes into this house is scheduled to be shipped the same day it is received or the next day. It is very seldom that we have to write to tell a customer of a delay. This 24-hour service has been the biggest single element in the building of our business, and we pledge to maintain it in the future. Our prices speak for themselves, and we invite your rigid comparison with anybody anywhere for the same quality of merchandise.

An Early Start in Spring and Summer Merchandise

We offer you in these pages a select showing of the very latest lines of Spring and Summer goods: electrical appliances and fans, luggage, camping and sporting goods. We particularly refer you in this regard to pages 19 and 23 to 33. This is a good time to start talking to your customers about their summer requirements.

Our Terms

Our terms are generally Cash with Order or C. O. D., as you choose. 2% discount is already deducted. Accounts will be opened only with highly rated, reliable concerns on a 10-day basis.

Our prices are F. O. B. Chicago, or Factory. Be sure to allow carrying charges for all items shipped by Parcel Post.

We are a reliable house and you take no risk in dealing with us. Refer to Dun and Bradstreets or to any Bank.

Our Guarantee

We guarantee all the merchandise in our catalog and discount sheets against defective material and workmanship. This is in addition to the individual guarantees of the various manufacturers of the items we list. We agree to repair or replace free of charge any defective material.

This guarantee does not cover material willfully damaged by the user. Material damaged by carriers is at purchaser's risk, but our Claim Department will deal for you with Express Company or Post-office if you will furnish the carrier's "Bad Order Receipt."

INTRODUCING ~ The Admiral Line of

A-C 6/7 RADIO RECEIVERS

CHASSIS
DESIGNED, ENGINEERED—
AND MANUFACTURED FOR US BY
SILVER MARSHALL INC.
NATIONALLY KNOWN FOR THEIR HIGH QUALITY



Admiral

ALL ELECTRIC A-C 6/7 CHASSIS

Licensed by **RADIO CORPORATION OF AMERICA**

NEVER BEFORE A VALUE LIKE THIS!

Just as once in every man's lifetime The Great Opportunity is presented, so in the lifetime of every business organization a similar Great Opportunity makes its appearance. The Shure Bros. Company, in a few short years, has grown by leaps and bounds. It now approaches a program which thus far is the crowning point of its achievements. In securing the laboratories and plants of such a well known radio manufacturer as Silver-Marshall, Inc., to produce the Admiral A-C 6/7 chassis under license grants of the Radio Corporation of America, Westinghouse Electric & Mfg. Co., General Electric Co., and the American Telephone & Telegraph Co., we have an achievement of which to be proud.

With such a line-up of conditions bespeaking the quality and assured performance of such a radio receiver, it seems that our selling price should be much more than it actually is. A few years ago a receiver such as this could not be purchased for any price, but even the parts and workmanship alone, had they existed, would have cost hundreds of dollars. Radio has advanced very rapidly and it is now possible, through improved methods of production, to buy a 6/7 electric receiver for much less money than was possible at that time. But when the prices of others are considered, it seems almost unbelievable that only \$34.95 could have such big purchasing power as it has in the case of the Admiral. However, we feel an obligation to our many friends and satisfied customers who have built this business, and we are purposely sacrificing the major part of our net profit in this receiver by offering such a low price. We want to definitely show our appreciation for your share in our successful growth.

You Can Compete for Profit

We do not believe it our concern to tell others how to run their business, but we do consider it an obligation to make practical and business-building suggestions to those who show their friendship by giving us their business. We believe that a wholesale house is in a position to often see conditions of which the dealer may not be aware. With this in mind, we

humbly suggest that there is no dealer in the entire United States who can afford not to handle the Admiral A-C 6/7 chassis. Quality for quality and dollar for dollar, there is not a better Radio Receiver value in the entire length and breadth of this country. We challenge and defy all competition! Including receivers of higher or lower cost, we insist that \$34.95 can nowhere buy such value!

Performance That Will Amaze You

Since radio began and even for many years before, during the early stages of wireless, the principals, engineers, and "amateurs," of this company have tested and experimented with almost every kind of known radio device. We do not claim this set to be superior to all others, but we have never seen a receiver at anywhere near this price that performs as the Admiral A-C 6/7 does. Imagine yourself quietly posed at night in the comfort of your own home slowly turning a single illuminated drum dial, and without squeals, howls or oscillation, bringing in station after station, local and distance almost alike, as we did night after night in Chicago and surrounding cities. It came to be a matter of such dependability in regards to distance reception that we could count on it almost without failure. Atlantic City, Dallas, Texas, or Denver, Colorado, would be tuned in and held for hours for the pleasant entertainment offered by a high-grade musical program. We had thought that the mystery, charm and gripping thrill of radio programs brought through a thousand miles of thin air had left us many years ago. But to have the enjoyment of the programs of these distant stations brought to us with such clearness and fidelity of tone in contrast to the crackling, noisy, static-laden distance reception of just a short time ago was a re-awakening to the imagination and spirit of adventure which had grown cold during these years of engineering and technical experimentation. We reproduce here-with the log of one hour's tuning right here in Chicago under the most unfavorable broadcasting conditions with dozens of local stations of very high power bombarding the air.

Log of the Admiral

K.C.	Call	Location	Dial	K.C.	Call	Location	Dial
760	WJZ	New York City.....	62	550	KSD	St. Louis.....	95
820	WHAS	Louisville	55	570	WIBO	Chicago	90
700	WLW	Cincinnati	68	650	WSM	Nashville	77
720	WGN	Chicago	66	630	WGBF	Evansville	79
590	WOW	Omaha	86	770	WBBM	Chicago	60
1140	WAPI	Birmingham	25	800	KTHS	Hot Springs.....	55
970	WCFL	Chicago	37	750	WJR	Detroit	62
1210	WEDC	Chicago	19	870	WLS	Chicago	50
1110	WRVA	Richmond, Va....	28	960	CFRB	Toronto	41
670	WMAQ	Chicago	75	1020	KYW	Chicago	35
620	WTMJ	Milwaukee	82	980	KDKA	Pittsburgh	39
1080	WBT	Charlotte, N. C..	30	1360	WGES	Chicago	5
1020	WEBH	Chicago	35	1040	KRLD	Dallas	31

The above log is sufficient proof of the power, selectivity and distance-getting ability of this unusual receiver.

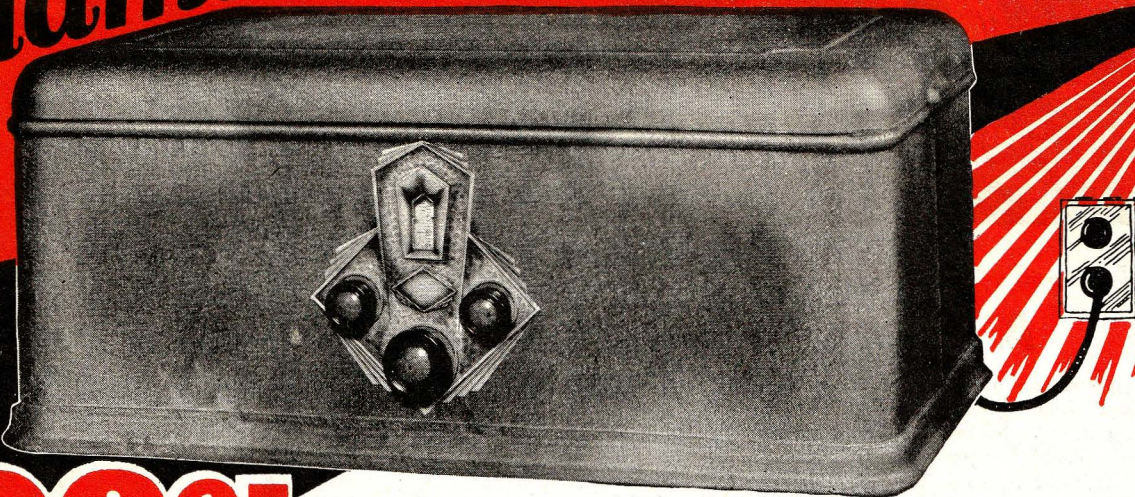


\$34⁹⁵
Net

No. 2G-1000. Chassis only, less tubes, for operation with Magnetic or 110 V., 50-60 cycle A-C speakers. Retail Price, \$80.00. Your NET... **\$34.95**

No. 2G-1001. Chassis only, less tubes, for operation with 90 V., D-C Dynamic speaker only. Retail Price, \$82.50. Your NET... **\$35.95**

Admiral A-C 6/7 ALL ELECTRIC Moderne Chest Model



\$38.95

Designed and Made for Us by
SILVER-MARSHALL, Inc.

Under License from Radio Corporation of America

We Are Exclusive Distributors

The Admiral A-C 6/7 chassis can be purchased only from the Shure Bros. Company. It will not be sold by Silver-Marshall, Inc., or anybody else. It is sold only as listed and cannot be supplied in kit form.

Powerful Efficient Circuit

The circuit of the Admiral A-C 6/7 receiver employs four type X226 A-C tubes, one type X227 A-C Detector tube, one type X171A Power tube, and one type X280 Rectifier tube. It is a non-oscillating circuit and involves three high-gain stages of Radio Frequency amplification, a very sensitive detector, and two Clough stages of Silver-Marshall transformer coupled audio. Every individual part of the circuit was designed to the greatest peak of efficiency. The vernier illuminated drum dial operates a three gang die cast bowl-type condenser which is built for rigidity and accuracy. The coils are the famous Silver-Marshall midge inductances and are separated by aluminum shields. The set logs consistently, and you will find the same station in the same place every time.

Marvelous Tone Quality

The Clough-designed transformers with their flat characteristic curve bring out the full volume, all the tones of the musical scale without the distortion we have all heard in radio receivers for so many years. In a recent survey by a national radio publication, in which the most important features of present day Radio were discussed, tone quality led the list of public demand upon the ideal radio receiver. If the Admiral were to be purchased for its excellent tone quality alone—money could not be better spent. Its reproduction of the entire musical scale from the deep hoarse tones of the bass viol to the thin, high strings of the harp are true to the life-like originals of the studio from which they are broadcast.

THE MODERNE CHEST MODEL

The Moderne Chest Model of the Admiral A-C 6/7 All-Electric Receiver is shown above. This compact model measuring 10" deep, 19 5/8" wide, 8 1/2" high is suitable for almost any setting. At \$38.95 it is an exceptional value. Its beautiful escutcheon of modernistic design is most attractive. It may be placed upon any table or is exceptionally suited to such wrought iron tables (with bench to match) as are shown on page 45 in our general catalog, or on page 35 of this "Flyer."

FOR MAGNETIC OR 110 V. A-C DYNAMIC SPEAKER OPERATION

No. 3G-10152. Set Only. Moderne Chest Model in cabinet as illustrated. No tubes or accessories. For operation with Magnetic or 110 V. 50-60 A-C cycle Dynamic Speaker. Retail Price, \$87.50. **\$38.95**
Your NET

Complete with Accessories

No. 3G-10153. Moderne Chest Model as described above including complete Set of Tubes and Aerial Kit. No speaker included. Retail Price, \$106.50. Your NET **\$48.45**

FOR 90 V. D-C DYNAMIC SPEAKER

No. 3G-10154. Set Only. Moderne Chest Model in cabinet as illustrated. No tubes or accessories. For operation with 90 V. D-C Dynamic Speaker. Retail Price, \$89.50. Your NET.... **\$39.95**

Complete with Accessories

No. 3G-10155. Moderne Chest Model as described including complete Set of Tubes and Aerial Kit. No speaker included. Retail Price, \$108.50. Your NET..... **\$49.45**

Replace Out-of-Date Receivers

We believe that the greatest radio market of the present and future is not so much in selling people on the idea of owning a radio as it is in selling them the idea of discarding an old out-of-date receiver. There are thousands upon thousands of obsolete radio sets in use, employing old circuits with batteries with all their muss and fuss, with all their acids and inconveniences. Most of their owners have been waiting for light socket operation. Many were discouraged by the first poorly constructed electric receivers that made their appearance. All of these people are only waiting for a good, modern, high quality radio receiver reasonably priced. Show them an Admiral and they will buy. Here is "The Big Opportunity" for our dealers. He who serves first will serve best, and will glean this year of the thousands of dollars of profits which are lying waiting for the one who will take them.

Many Beautiful Console Models

On the pages that follow are shown a limited selection of the year's most popular console cabinet designs. Each and every one has been chosen because it is an extremely good value and a very good seller. We urge close examination of our illustrations and descriptions.

WE Hold the Bag!—15 Days' Free Trial!

Although you know our reputation: That we would not knowingly make any untruthful statements, we still do not ask you to take our word for everything we have stated about the Admiral. All we ask is that you order a sample in the usual way, either C. O. D. or cash with order; that you put it through comparative tests with any receiver you have or can get for 15 days; that you compare it tone for tone, distance for distance, quality for quality, workmanship for workmanship, or in any other way that you choose. We then leave it to you to be the sole judge of its merits. If you think we have over-stated the case and that the Admiral is not what we claim it to be, you are at liberty to carefully repack it and return it to us for full credit or cash refund, as you choose.

The University
A-C 6/7 ALL ELECTRIC

Admiral

DESIGNED AND MADE FOR US BY
SILVER-MARSHALL
Inc.

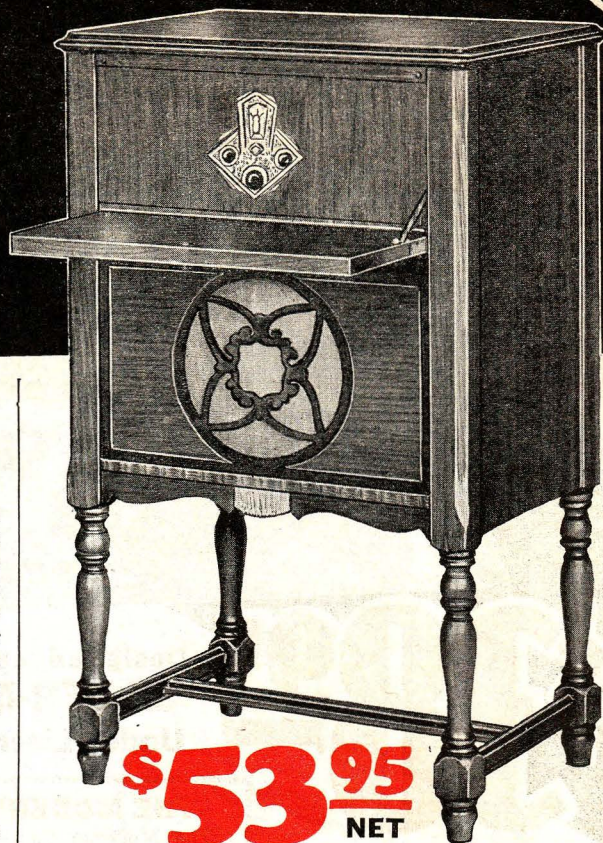
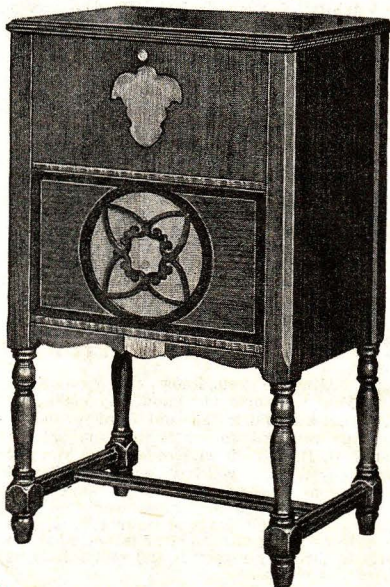
Licensed by Radio Corporation of America

A Super Value

When one can obtain such exquisite beauty, such remarkable performance and such lasting quality for so little money, we must admit that radio has reached a high stage of development. Here we have the highly perfected, powerful Admiral receiver housed in a magnificent console with inbuilt sweet toned magnetic speaker for a price of less than \$60.00 wholesale. We have never known of a better value. We know of none so good. Our dealers and their customers will readily appreciate the really amazing bargain this fine set represents at our special price. Make comparisons. See what a big saving you make at Shure's!

Rich Beauty of Design

This little console bespeaks the modern trend in fine furniture design. It strikes a happy medium between the "ginger-bread" designs of the early part of this century and the severe "moderne art" models now being promoted. Turned legs, fancy overlays and carved cross stretchers give those touches of liveliness that are so essential to modern furniture design. It is constructed of American walnut, with the front, top and sides of choice grained stock. The drop leaf front acts as an arm rest when tuning. A snappy looking grille with fleur de lis motif sets off the lower front. There are also two fancy overlays on the front, a feature usually found only in the most expensive models. The top is hinged to allow easy access to the receiver. The finish is the natural walnut color, soft and neutral in shade, hand rubbed to a velvet-like surface. Just the right size is this fine console: 36½ inches high, 21½ inches wide and 15 inches deep. Neat, graceful, pleasing in size, rugged in construction, rich in design, this is truly a console that may be handed down from family to family.



\$53⁹⁵
NET

Dependable Admiral Chassis

Best of all, the chassis within this beautiful cabinet is the sturdy and dependable Admiral, designed and made for us by Silver-Marshall, Inc., under license of the Radio Corporation of America. To those familiar with radio, that means a chassis that is powerful, selective and sensitive. The University Model Admiral is all of that—and more.

Choice of Speakers

This beautiful little console model is offered in a choice of magnetic or dynamic speakers. The magnetic speaker has a wonderfully clear cut tone reproducing music, voice, and orchestra with remarkable purity. The dynamic speaker is unusually free from hum and is noted for its deep full throated tone quality. Either is a revelation and delight as compared to the ordinary radio set. The first remark a listener usually makes: "What beautiful tone, so clear and life-like!"

No matter which speaker is selected you are assured many hours of pleasant radio enjoyment. The cabinet, the chassis and the speakers have been selected with utmost care,—to satisfy you.

WITH MAGNETIC SPEAKER

No. 3G-1017. University Model A-C 6/7 All-Electric Admiral Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$116.50. **\$53⁹⁵**
Your NET.....

Complete Ready to Operate

No. 3G-1018. University Model A-C 6/7 All-Electric Admiral Model as described above, including complete set of Tubes, Aerial Kit and sweet toned Magnetic Speaker. Everything necessary to plug into light socket and operate. Retail Price, \$135.50. **\$63⁴⁵**
Your NET.....

WITH DYNAMIC SPEAKER

No. 3G-1019. University Model A-C 6/7 All-Electric Admiral Model in cabinet as shown. Complete with Powerful Dynamic Speaker. No Tubes or accessories. **\$63⁹⁵**
Retail Price, \$137.00. Your NET..

Complete Ready to Operate

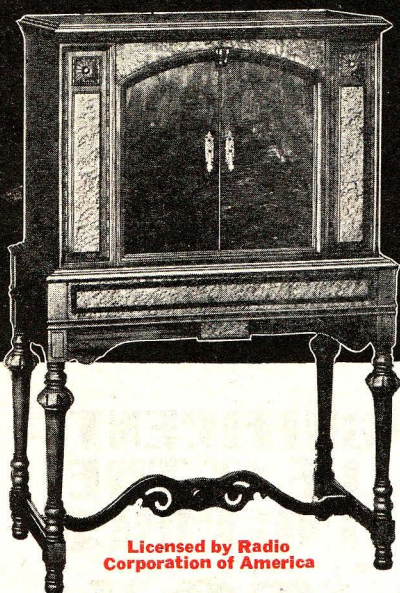
No. 3G-1020. University Model A-C 6/7 All-Electric Model as described above with Dynamic Speaker, complete set of Tubes and Aerial Kit. Everything necessary to plug into the light socket and operate. Retail Price, \$156.00. Your NET.... **\$73⁴⁵**

The Hampton *Admiral*

ALL ELECTRIC A-C 6/7

FOR THE FINEST HOMES

DESIGNED AND MADE FOR US BY
SILVER-MARSHALL
INC.



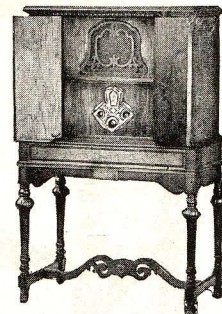
Licensed by Radio
Corporation of America

Cabinet by ADLER-ROYAL, Chassis by
SILVER-MARSHALL

This is the kind of design that is usually found in receivers selling from \$400 to \$800 in the regular retail market. It is, indeed, an extremely handsome piece of furniture soundly constructed and proportioned to delight the most critical eye.

Finest Woods Used

The doors are finished with the choicest butt walnut veneers. The overlays at the top of the door, sides the panel on either side and on apron front are of bird's-eye maple in the natural color. The top and sides are faced with selected walnut veneers. The legs are with graceful crossed stretcher, insuring great rigidity and enduring strength. The finish is in the natural walnut color save for the bird's-eye maple inlays, and is brought to a high piano lustre. It is a kind of finish that grows more beautiful with age and will last many lifetimes. Console stands 50 inches high, 32½ inches wide and 18½ inches deep.



Famous ADMIRAL A-C 6/7 Chassis

The receiver is the famous Admiral A-C 6/7, a thorough description of which is given on pages 4 and 5. It is the R. C. A. licensed receiver which is proving such a sensation everywhere now and is certainly the outstanding value in the market.

With Magnetic Speaker

Set Only
No. 3G-10136. Hampton Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$168.50. **\$87.75**
Your NET

Complete Ready to Operate
No. 3G-10137. Hampton Model as described above, including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tube, sweet toned Magnetic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$187.50. **\$97.25**
Your NET

With Dynamic Speaker

Set Only
No. 3G-10138. Hampton Model in cabinet as illustrated. Complete with Powerful Dynamic Speaker. No tubes or accessories. Retail Price, \$189.00. **\$97.75**
Your NET

Complete Ready to Operate
No. 3G-10139. Hampton Model as described, including complete set of tubes, four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tube, Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$208.00. **\$107.25**
Your NET

The Dover Lowboy

FOR THE
COZY HOME

Cabinet
by
ADLER-ROYAL

Admiral
ALL ELECTRIC A-C 6/7

Chassis
by
SILVER-
MARSHALL

Words and picture can do but scant justice to the striking beauty of this magnificent little console. Compact and modern in size it follows the modern accepted trend toward confining the housing of a radio receiver in reasonable and pleasing dimensions. The height, 40½ inches, brings the tuning dial of the receiver to a comfortable position for the operator as he sits in his easy chair. The console is only 24½ inches wide and 17½ inches deep, outside measurements. This permits it to be placed in many different positions in almost any room in the house so that it blends and harmonizes nicely with all its surroundings.

Made from Select Walnut

The material used is noteworthy, being select walnut. The doors are made with selected butt grain stock, while the top and sides have selected walnut veneers especially chosen for their beauty of grain. The tops of the doors are magnificently overlaid with choice bird's-eye maple lacquered in its natural color. The finish is the work of skilled artisans employing the most modern methods, bringing out to the fullest extent the magnificence of the natural grain of the woods used and is finally completed with a soft velvet-like rubbed piano finish.



With Magnetic Speaker

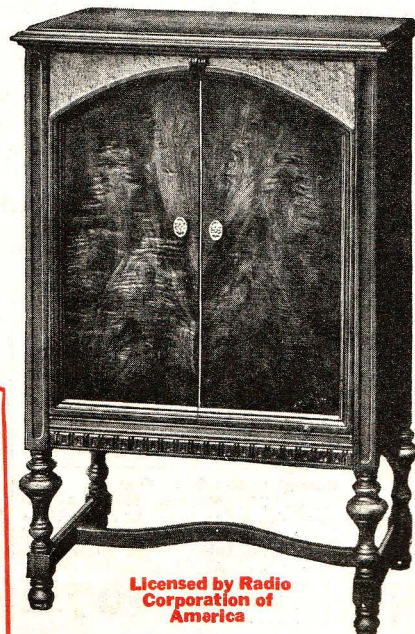
Set Only
No. 3G-10140. Dover Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$142.50. **\$72.15**
Your NET

COMPLETE READY TO OPERATE
No. 3G-10141. Dover Model as described above, including complete set of tubes—four 226 A-C, one 227 A-C, one 171 and one 280 rectifying tubes, sweet toned Magnetic Speaker and aerial kit. Everything necessary to operate. Retail Price, \$161.50. **\$81.65**
Your NET

With Dynamic Speaker

Set Only
No. 3G-10142. Dover Model in cabinet as illustrated. Complete with Powerful Dynamic Speaker. No Tubes or accessories. Retail Price, \$163.00. **\$82.15**
Your NET

COMPLETE READY TO OPERATE
No. 3G-10143. Dover Model as described, including complete set of tubes, four 226 A-C, one 227 A-C, one 171 and one 280 rectifying tubes, Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$182.00. **\$91.65**
Your NET



Licensed by Radio
Corporation of America



Licensed by
Radio Corporation
of America.

The Macbeth
ALL ELECTRIC

Admiral

6/7 A-C

DESIGNED AND MADE FOR US BY
SILVER-MARSHALL Inc.

**A MAGNIFICENT
VALUE AT THE
AMAZING PRICE**

of \$**58**³⁵
NET

This pretty model is distinguished in two outstanding ways: first, it is an amazing value; second, it is the newest thing in radio console design. Even the larger stores who sometimes use radio as a "leader" and actually lose money on such sales, do not match this splendid offer. Those who have had the Macbeth Admiral Model in their homes have told us that through many hours of intimate enjoyment it has become almost a personal friend. It helps to entertain when your friends are near, and when they are gone, keeps you company during your lonely hours. It is always there when you want it to bring in those programs you want to hear.

Beautiful and Distinctive Console

The console is beautiful and distinctive and represents the designer's purpose to provide complete housing for the radio receiver and speaker and retain grace and symmetry of design. How well he has accomplished this may be somewhat gained from the view of the photographs herewith. However, one does not get the full impression until the cabinet itself is seen.

Spanish Motif

It is constructed of choice quality American walnut with extra heavy five-ply top, front and ends. Although neat and graceful, the turned legs are strong and sturdy. The motif of the design is Spanish, the effect being brought out with rich carvings deftly placed on the front apron and fall leaf. This fall provides a comfortable arm rest when tuning the set. The finish is a rich, subdued dull brown, the natural walnut color, richly lacquered and rubbed. The console stands 38 inches high, 24 inches wide, and 14 inches deep. The speaker is installed behind the attractive grille front which is filled with a rich silk-like cloth. You have the choice of a sweet toned magnetic speaker or a powerful, natural pitched Dynamic reproducer. With either equipment, you are assured of splendid results.

Remarkable Admiral Chassis

The heart of this beautiful cabinet is the famous Admiral A-C 6/7 chassis, designed and made for us by Silver-Marshall, Inc. It is well known for its remarkable tonal qualities, for its selectivity and for its unusually rugged construction. The Admiral chassis will never disappoint.

WITH MAGNETIC SPEAKER Set Only

No. 3G-10132. Macbeth Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$122.75.
Your NET.....

\$58³⁵

Complete Ready to Operate

No. 3G-10133. Macbeth Model as described above including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tubes, sweet toned Magnetic Speaker and Aerial Kit. Everything necessary to operate.
Retail Price, \$141.75.
Your NET.....

\$67⁸⁵

WITH DYNAMIC SPEAKER Set Only

No. 3G-10134. Macbeth Model in cabinet as illustrated. Complete with Powerful Dynamic Speaker. No tubes or accessories. Retail Price, \$143.25.
Your NET.....

\$68³⁵

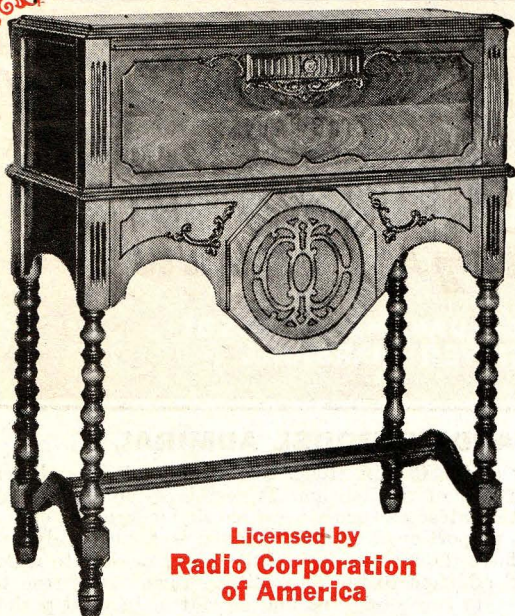
Complete Ready to Operate

No. 3G-10135. Macbeth Model as described including complete set of tubes, four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tube, Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$162.25.
Your NET.....

\$77⁸⁵



**Money Can Buy
No Better Value.
See Page 4.**



Licensed by
**Radio Corporation
of America**

Priced
Low!

"What a beautiful console," you will say on viewing this Avon Model. Its beauty of line, rich woods and soft finish may be fully appreciated only on sight. It is made of choice genuine Black Walnut with matched butt grain on door and front panel. There is a rich Satinwood overlay around speaker grille. Antique pull. The front is relieved by tasteful tracings, flutings and deftly placed hand carvings. The legs are turned and strongly braced with cross stretchers. The finish is richly high-lighted, shaded and rubbed lacquer, all the beauty of the grains brought out in the natural neutral

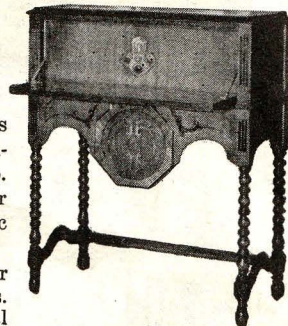
The Avon Model *Admiral* ALL ELECTRIC A-C 6/7

DESIGNED AND MADE FOR US BY
SILVER-MARSHALL INC.

A Rich Modern Design of Exceptional Beauty

brown shade. The panel front is $9\frac{1}{4} \times 30\frac{3}{4}$ inches and the set compartment is $12\frac{3}{4}$ inches deep. Ample space is provided for either magnetic or dynamic speaker.

We have never seen better value in a fine console than this. In fact, we believe it to be a real extraordinary bargain. When you have seen the console itself you will realize why we make such a statement. The materials, the workmanship and the finish are of the highest standard—usually to be found only in consoles costing double this price.



WITH MAGNETIC SPEAKER

Set Only

No. 3G-1021. Avon Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price **\$70⁶⁵**
\$140.00. Your NET

Complete Ready to Operate

No. 3G-1022. Avon Model as described above, including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tubes, sweet toned Magnetic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$159.00.
Your NET **\$80¹⁵**

WITH POWERFUL DYNAMIC SPEAKER

Set Only

No. 3G-1023. Avon Model in cabinet as illustrated. Complete with Powerful Dynamic Speaker. No tubes or accessories. Retail Price **\$80⁶⁵**
\$160.50. Your NET

Complete Ready to Operate

No. 3G-1024. Avon Model as described, including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tube. Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$179.50.
Your NET **\$90¹⁵**

The Liberty Model *Admiral* ALL ELECTRIC A-C 6/7

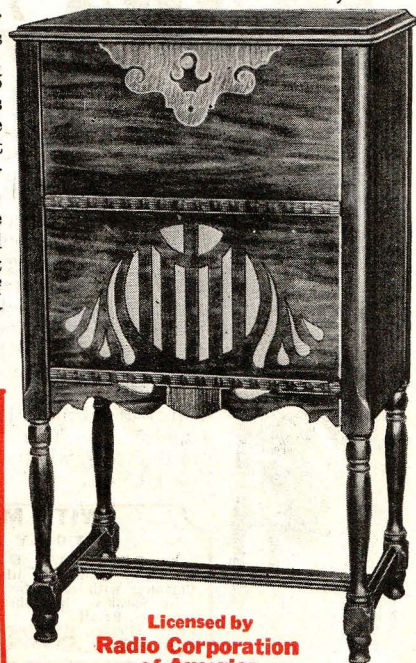
Designed and Made for us by Silver-Marshall, Inc.

This charming little console makes a fitting setting for this splendid receiver. It is a most pleasing modern design, following the vogue of adapting features from various periods and fitting them to the utility of radio. It is constructed of choice American walnut, with imported fancy wood overlays on the drop door and front apron. A fancy mould-

ing below door and speaker grille add an attractive touch. The grille in harp design is suggestive of the sweet music which flows through it. The legs are neatly turned and firmly braced with strong cross stretcher. The finish is soft, brown lacquer, very pleasing.

The console stands 37 inches high, $21\frac{1}{4}$ inches wide and 15 inches deep. There is sufficient space in the speaker compartment for the necessary batteries and chargers.

You will always be proud of this splendid console receiver and it will give you years of pleasing satisfactory service.



Licensed by
**Radio Corporation
of America**

WITH MAGNETIC SPEAKER

Set Only

No. 3G-1025. Liberty Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price \$116.50.
Your NET **\$56⁵⁵**

Complete Ready to Operate

No. 3G-1026. Liberty Model as described above including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tubes, sweet toned Magnetic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$135.50.
Your NET **\$66⁰⁵**

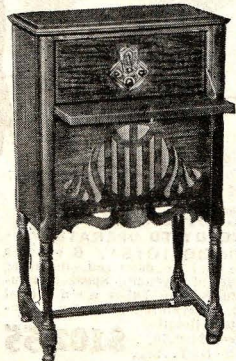
WITH DYNAMIC SPEAKER

Set Only

No. 3G-1027. Liberty Model in cabinet as illustrated. Complete with Powerful Dynamic Speaker. No tubes or accessories. Retail Price, \$137.00.
Your NET **\$66⁵⁵**

Complete Ready to Operate

No. 3G-1028. Liberty Model as described, including complete set of tubes—four 226 A-C, one 227 A-C, one 171-A and one 280 rectifying tube. Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$156.00. Your NET **\$76⁰⁵**



CARDIFF MODEL *Admiral* A-C 6/7 ALL ELECTRIC

DESIGNED AND MADE FOR US BY
**SILVER-MARSHALL
INC.**

THE CARDIFF MODEL ADMIRAL

We think so highly of the Cardiff Model Admiral that it was chosen to feature the Front Cover of this edition. It combines the best of the French periods with the latest and most accepted of modern trends.

So gracefully is it proportioned that its beauty is immediately apparent. So carefully have the master cabinet designers worked to make this model a beautiful addition to the finest living room. It is true to the best traditions of furniture designing and no matter in what period your room is furnished the Cardiff model will blend perfectly.

Made of Choicest Woods

The woods used in this cabinet are selected from the choicest stock for their beauty of grain and for their deep rich tones. The smooth sliding doors when closed reveal a beautiful Burl walnut panel perfectly matched. The top, front and sides are of figured American Walnut with imported overlays on the front.

The contrasting relief produced by the overlays and the pressed molding trim with carefully worked out carvings is unusually effective.

Dimensions: 42 inches high; 28 inches wide; 16½ inches deep.

The heart of the set is the powerful Admiral A-C 6/7 Chassis fully described on pages 4 and 5. You have your choice of a beautifully toned Magnetic Speaker or a humless Powerful Dynamic.

WITH MAGNETIC SPEAKER

Set Only
No. 3G-10144. Cardiff Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$130.00.
Your NET..... **\$64.65**

Complete Ready to Operate

No. 3G-10145. Cardiff Model as described above, including sweet toned Magnetic Speaker, complete Set of Tubes and Aerial Kit. Everything necessary to operate. Retail Price, \$149.00.
Your NET..... **\$74.15**

WITH DYNAMIC SPEAKER

Set Only
No. 3G-10146. Cardiff Model in cabinet as illustrated. Complete with powerful Dynamic Speaker. No Tubes or accessories. Retail Price, \$150.50.
Your NET..... **\$75.05**

Complete Ready to Operate

No. 3G-10147. Cardiff Model as described, including Powerful Dynamic Speaker, complete Set of Tubes and Aerial Kit. Everything necessary to operate. Retail Price, \$169.50.
Your NET..... **\$84.55**

GENOA MODEL *Admiral* A-C 6/7 ALL ELECTRIC

Built small to meet the demands of thousands, the Genoa Model Admiral has attained instantaneous success. This cabinet, known as the "Petite High-Boy," is an exact reproduction of the standard High-boy, but in a smaller size. The woods used are selected for their beautiful grain and are polished to a high degree to bring out their natural beauty. It is interesting to note the careful thought given to details—the graceful scroll work on either side of the top of the speaker opening, the beaded molding supporting the scroll work and the carefully carved embellishment below the doors.

The exclusive feature of the cabinets made by Pierson, of which the Genoa Model is one of the best, is the vanishing doors operating on the "Mono-rail" plan of construction. This method prevents binding and noisiness when opening and closing the doors.

The Admiral A-C 6/7 Chassis is a fitting receiver to place in this beautiful cabinet. Its many fine points are fully described on pages 4 and 5. The hours of enjoyment to be had from the Genoa Model are limitless, whether you choose the Magnetic or Dynamic Speaker listed below.

WITH MAGNETIC SPEAKER

SET ONLY

No. 3G-10148. Genoa Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$160.00.
Your NET..... **\$82.65**

READY TO OPERATE

No. 3G-10149. Genoa Model as described above including sweet toned Magnetic Speaker, complete Set of Tubes and Aerial Kit. Everything necessary to operate. Retail Price, \$179.50.
Your NET..... **\$92.15**

WITH DYNAMIC SPEAKER

SET ONLY

No. 3G-10150. Genoa Model in cabinet as illustrated. Complete with powerful Dynamic Speaker. No Tubes or accessories. Retail Price, \$180.50.
Your NET..... **\$93.05**

READY TO OPERATE

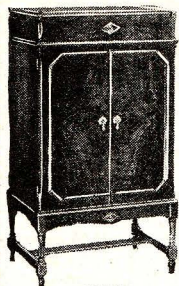
No. 3G-10151. Genoa Model as described, including Powerful Dynamic Speaker, complete Set of Tubes and Aerial Kit. Everything necessary to operate. Retail Price, \$199.50.
Your NET..... **\$102.55**

Licensed by
**Radio Corporation
of America**

Three Beautiful Consoles—Real Values!

EXCELLO Phono-Radio Combination

This is a most popular design of the very popular combination of phonograph and radio. This model is a most clever and attractive moderne effect characterized by the use of good materials and rich finish. It is made of walnut with select matched butt walnut veneer doors and front panel. The receiver compartment is a drawer and measures 24x9x14 inches deep. The panel comes blank so that it can be drilled or cut for any desired receiver.



Above the set compartment is a phonograph with a genuine Bodine electric motor, volume control, adapter, electric pickup with tone arm and automatic shut-off attachment. All this equipment is of the highest quality. A switch is

provided for changing from radio to phonograph and vice versa. The speaker compartment measures 13 in. high, 15 in. wide and 16 in. deep, providing space for Cone or Dynamic Speaker, as well as space for power units when used for D-C sets.

The console measures, outside, 50 in. high, 28 in. wide, 19 in. deep.

No. 1G-33196. Cabinet only. **\$58.80**
Retail Price, \$100.00. Your NET.....

No. 1G-33193. Console with Phonograph Equipment as listed, but no speaker. **\$105.84**
Retail Price, \$180.00. Your NET.....

No. 1G-33194. Console with Phonograph Equipment and Peerless Cone Speaker. **\$116.42**
Retail Price, \$198.00. Your NET.....

No. 1G-33195. Console with Phonograph Equipment and A-C Dynamic Speaker. **\$138.18**
Retail Price, \$235.00. Your NET.....



The CARMEN with Sliding Door

The master creation of a world famous artist in furniture design, an authority with over 38 years' successful experience. Unique in its masterly detail of finish and line, the Carmen will win over the lovers of beauty. Truly symbolic of the newest in furniture design, its rich walnut finish relieves the rigid style of line. You will find it a thing of beauty, fit to grace the parlor of the loveliest home.

No more beautiful cabinet could be desired than the Carmen—and the price is not the least of its attractions. This new slide-door design gives a two-door effect and eliminates cutting a special panel for certain receivers. Ample space for any type of standard nationally advertised speaker. We install, before shipment, three-quarter inch baffle board for any type speaker you designate, assuring best possible

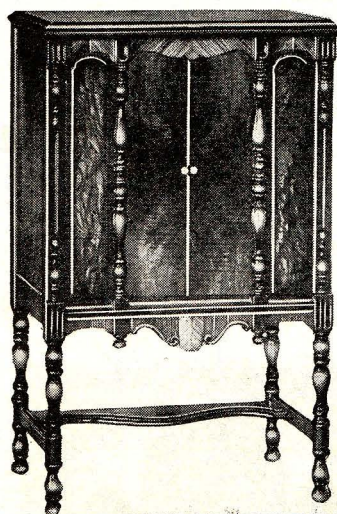
tone effect. The Carmen is equipped with a full screen back insuring ventilation, also a slotted set compartment the bottom of which has an exclusive ventilating feature. The handsome stretcher beneath the cabinet is flush with back legs—allowing full room to clean under cabinet with sweeper or vacuum.

Details: Hand-rubbed, rich walnut finish; ash burl overlays on side panels of front; top border reverse matched zebra-wood; split turning overlays; reverse matched medallion zebra-wood on cabinet apron; sidedoors of four-way matched butt walnut; end panels walnut veneer; walnut veneered rail beneath set compartment. Dimensions: Height, 43 inches; width, 26 inches; depth, 17 inches.

No. 1G-33133. Cabinet Only—No **\$33.81**
Speaker. Retail Price, \$57.50. Your NET.....

No. 3G-33132. With Magnetic Cone Speaker. **\$43.22**
Retail Price, \$73.50. Your NET.....

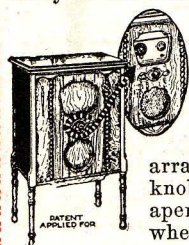
No. 3G-33131. With Power Dynamic Speaker, 110 volts A-C operated. **\$57.04**
Retail Price, \$97.00. Your NET.....



The Pierson MIRACLE Radio Cabinet

The name of Pierson is sufficient guarantee of the high quality of material, design, workmanship and finish of this very unusual radio console. Pierson has long enjoyed a distinguished reputation for the high quality of their products and we are proud of the privilege to distribute consoles by this maker.

The Miracle cabinet contains a patented feature not found in any other radio console. In scrutinizing the illustration and the detailed sketch, you will observe directly in the center of the cabinet a large wooden knob. By turning this one way, the opening for the panel front of the receiver and the speaker grille is opened by a unique revolving door arrangement. By turning the knob the other way, these apertures are again closed when receiver is not in use.



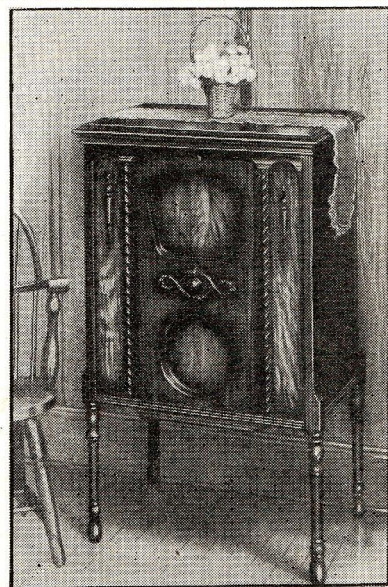
Another wonderful and special feature of this unique cabinet is the special air baffle which greatly improves the tone quality of both the magnetic and dynamic type speakers.

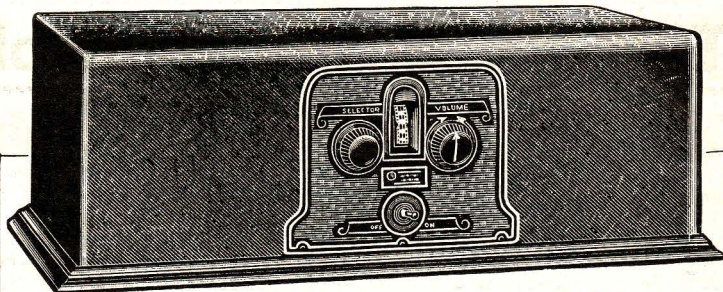
Befitting its advancement in thorough adaptation to radio uses its design is a purely modern one. It is of the wall type and constructed of choice American walnut with the striking side panels on the front of Renaissance Oak. The front is further decorated with overlays of deftly designed carvings. The set compartment will accommodate almost all popular A-C models now on the market. The opening for the dial measures 8 inches high, 8 inches wide at the bottom and 10 inches wide at the top. The cabinet stands 43 inches high, is 26 inches wide and 18 inches deep.

No. 1G-33208. Console only. **\$29.40**
Retail Price, \$50.00. Your NET.....

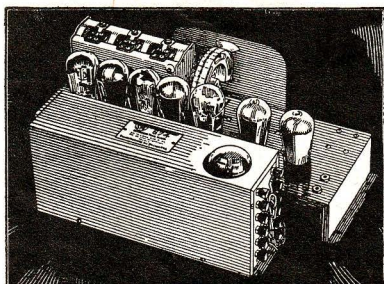
No. 1G-33209. Console with Newcombe Hawley Magnetic Cone Speaker. **\$39.98**
Retail Price, \$68.00. Your NET.....

No. 1G-33210. Console with Newcombe Hawley A-C Dynamic Power Reproducer. **\$52.92**
Retail Price, \$90.00. Your NET.....



SM**750****ALL ELECTRIC 7/8
FACTORY BUILT CHASSIS****LIST PRICE
\$89.00****\$52³³
NET****No. 2G-1004****Factory Built—Not Sold as a Kit**

The S-M 750 All-Electric Set has been brought out primarily to meet the demand for a set simple in construction and operation, using the regular types of A-C tubes rather than screen-grid tubes, but exhibiting, nevertheless, characteristic Silver-Marshall excellence of design, with consequent ability to accomplish everything in the way of broadcast reception which could be expected from a set of this type. Few, if any, manufactured receivers in this price class compare with the 750 in clearness of voice and musical reproduction, and in tone quality, particularly at low frequencies, owing to its push-pull stage using S-M Clough-system audio transformers. Volume is ample to fill any standard dynamic speaker, or even the powerful S-M 850 and 851 dynamics, yet there is practically no

**S-M 750 A-C Chassis**

hum, even when operated softly for ordinary home use.

The circuit follows conventional lines, consisting of one untuned ballast stage (226 tube) followed by two radio frequency stages (226 tubes) and detector (227 heater tube); then a first audio tube (226) working into the 171 push-pull stage. Selectivity is equal or superior to that of any standard manufactured set in the same price class. Control is by single drum dial, with illuminated scale. The control escutcheon carries only the single-control knob, a volume control, and power switch.

A special ABC power unit, designed to operate from any 105-120 volt, 50-60 cycle light socket, and using one 280 type rectifier tube, is provided, and the whole fits beautifully into the regular S-M 700 two-tone brown shielding cabinet.

The S-M 750 receiver is not suitable for home building, and no kit will be supplied. The S-M 750 is not recommended for the use of persons desiring a fine custom-built receiver; to them we suggest the Silver-Marshall Sets on pages 13, 14, and 15.

No. 2G-1005. S-M 750 completely built ready to plug in. In a beautiful metal shielding Cabinet finished in two tone moire brown. **\$58.20**
Retail Price, \$99.00. Your NET.....

No. 2G-1004. S-M 750 Chassis only for 105-120 **\$52³³**
volt, 50-60 cycle, A-C operation.
Retail Price, \$89.00. Your NET.....

Seville Model—Silver-Marshall 750**Cabinet by Pierson—Receiver Chassis by Silver-Marshall****NEWCOMBE-HAWLEY SPEAKERS****NEW PETITE HIGH-BOY STYLE**

The Seville model, shown in the closed view at the right, open view below, is an entirely new style known as the Petite High-Boy. Built in exact reproduction of the standard High-Boy model but in a reduced size it is the ideal cabinet for those whose space is limited. The design is so gracefully proportioned and the carvings so deftly handled that this model will fit into any living room and will match your individual interior decorating scheme.

VANISHING DOORS

A special "Mono-Rail" construction permits vanishing doors, a feature exclusive with Pierson cabinets and one which is superior to the ordinary sliding doors. Mono-Rail vanishing doors cannot bind and permit absolutely free operation because the pull on the door comes exactly in line with the point of travel. They are noiseless and fool proof. The materials in the Seville models are of the finest butt walnut combined with rich diamond matched walnut. The artistically shaped and deftly blended Renaissance oak overlay gives a two-tone effect that is unusually appealing. This model measures up to the most particular demands for a fine quality cabinet.

S-M 750 CHASSIS

The receiver in the Seville Model is the Silver-Marshall 750 all-electric 7/8 described above, a chassis of unquestioned dependability, of power, of unexcelled tone quality and selectivity and sensitivity that are nothing short of amazing. You have your choice of a sweet-toned magnetic and a powerful dynamic speaker as listed below.



With Magnetic Speaker
Set Only

No. 3G-1050. Seville Model in cabinet as illustrated. Complete with sweet toned Newcombe-Hawley Magnetic Speaker. No tubes or accessories. Retail Price, \$192.00. Your NET..... **\$112.90**

No. 3G-1051. Seville Model as described above, including complete set of tubes, sweet toned Newcombe-Hawley Magnetic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$213.56. Your NET..... **\$123.46**

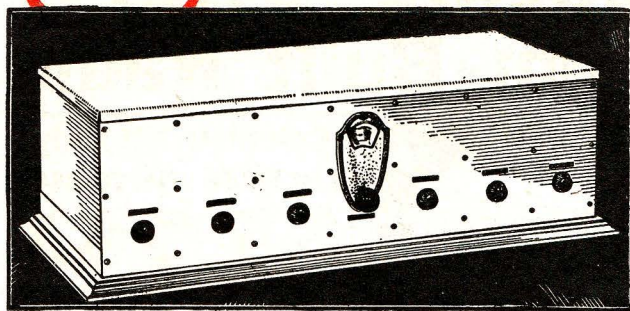
With Dynamic Speaker
Set Only

No. 3G-1052. Seville Model in cabinet as illustrated. Complete with Newcombe-Hawley Powerful Dynamic Speaker. No Tubes or accessories. Retail Price, \$214.00. Your NET..... **\$125.83**

No. 3G-1053. Seville Model as described, including complete set of tubes, Newcombe-Hawley Powerful Dynamic Speaker and Aerial Kit. Everything necessary to operate. Retail Price, \$234.56. Your NET..... **\$135.91**

(SM) 710 Sargent-Rayment Seven

A Station in Every 10 Kilocycles!



A Station in Every 10 Kilocycles!

A station tuned in for every ten kilocycles—an average of one hundred stations heard in one evening!—That is the performance record of the Sargent-Rayment Seven, tested in the heart of Chicago interference on a warm summer evening. To the ultra-skeptical veteran listener we heartily recommend this peer of all receivers as a set utterly without equal. In performance, as in unique appearance, it is a precision laboratory type of instrument, intended for the man who desires the very extreme of radio reception in all respects, irrespective of cost or other limitations. The results it gives place the Sargent-Rayment Seven as leader even among “stunt” sets.

The Work of Great Engineers

It is unnecessary to introduce Messrs. Sargent and Rayment, whose invention of the Infradyne system has made them well known to every radio fan. Their new receiver, developed in conjunction with the Silver-Marshall engineering laboratories, carries its own recommendation. It has the 100% endorsement of Silver-Marshall, Inc.

A Highly Developed Receiver

The Sargent-Rayment Seven is a precision laboratory radio receiver. It has been designed throughout as such. It is like a battleship stripped for action, shorn of every piece of surplus gear. The thick aluminum shielding and chassis, finished in satin silver and trimmed by black instrument name plates with white engraving, gives to the appearance a distinction and dignity utterly beyond that of any other radio set. Electrically, the receiver consists of five sharply tuned circuits in a four stage screen grid R. F. amplifier, all tuned by a single illuminated drum, and provided with individual verniers. One

knob turns the set on and off, and adjusts battery voltage; a second controls volume from zero to maximum; a third regulates antenna selectivity. All are symmetrically placed. There are no other controls.

Great Power and Range

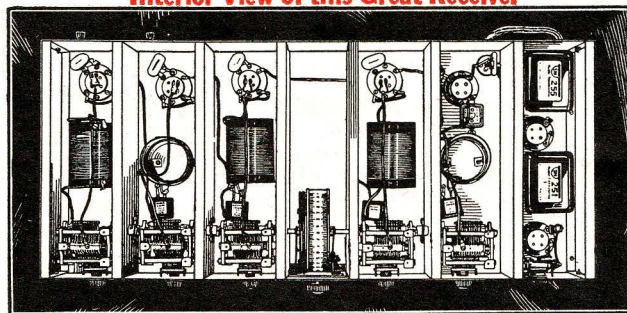
Following the R. F. amplifier are the detector and the A. F. amplifiers, using the new S-M 255 and 256 audio transformers which provide unequalled tone quality and high volume. A 171 power tube can be used, or with S-M 675 Hivolt power supply, a 210 or 250 is used in the last audio stage. Light socket operation is had with standard “A” and “B” power units, or batteries may be used. Each circuit is individually shielded, by-passed, and isolated from all others with clear direct wiring. It is a joy to build, so workmanlike is its design and layout.

Precision product that it is, the Sargent-Rayment Seven goes together easily, positively, and in a manner that is a joy to the fan who takes pride in mechanical perfection. All of the parts for the receiver mount upon the specially die-formed and accurately pierced aluminum chassis using machine screws and nuts; and, what is a rarity in kits, lockwashers absolutely prevent the assembly ever loosening up once the set has been finished. After all parts have been mounted, the set is wired up, and through the ingenious and carefully worked out design, this task is reduced to putting in a very few wires, which all run simply and without complication from point to point. Their positions and the points connected are all clearly explained in ample photographs and schematic and pictorial diagrams. Then, after all wiring has been done upon the open and unencumbered chassis, the shielding partitions and front and back panels are attached with machine screws, nuts, and lockwashers, thus finishing up as delightful an assembly task as any setbuilder has ever undertaken.

And when the set is put on the air, the biggest thrill of all is in store. No matter what set you have ever had, be it the most expensive ready-made set that ever left a factory, or the trickiest superheterodyne of ten, twelve, or fourteen tubes, you're in for the thrill of a lifetime from the Sargent-Rayment.

Tubes required are four 222, two 112A, and one 171A.
No. 2G-3674. 710 Sargent-Rayment Seven Kit, factory packed, with cabinet. Shpg. wt., 33 lbs. Retail Price, \$130.00. **\$ 76.44**
 Your NET.....
No. 2G-36134. 710 Factory WIRED, with cabinet. **102.90**
 Retail Price, \$175.00. Your NET.....

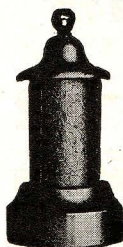
Interior View of this Great Receiver



SPRING AND SUMMER ANTENNA ACCESSORIES

SEE OUR GENERAL CATALOG FOR COMPLETE LISTING OF ANTENNA EQUIPMENT

Lite-Tenna

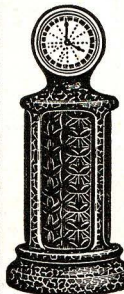


Most modern and beautiful of all aerials. Requires no lightning arrester, cuts down static and increases selectivity. Also cuts down local interference. Simply plug into electric light socket and run aerial lead to the set. No bother, no fuss and no messy wires.

Because of its unique design it also provides a pleasant reading light. Old gold finish beautifully shaded. Comes with amber shade. Operates on any current and functions perfectly whether light is turned on or not.

No. G-1261. Retail Price, \$7.50. Your NET..... **\$4.41**

Clock Lite-Tenna

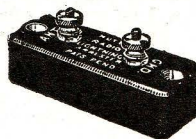


Here IS something new. One compact unit that serves as aerial, reading light and also as a clock. It shows at a glance the correct time in any country throughout the world. Has no doo-dads or gadgets to fuss with. The clock has a simple revolving disc which when once set for the locality in which it is to be used shows the correct time anywhere and everywhere. A wonderful help when listening in on the short waves as well as the regular broadcast band.

Approximately the same size as the Lite-Tenna shown at the left. Beautifully finished, it makes an instant appeal. A wonderful summer item.

No. G-1218. Retail Price, \$15.00. Your NET..... **\$8.82**

Muter Lightning Arresters



There are no better lightning arresters than the Muter Guardian. Made for those who want the best protection for their sets. An absolutely essential summer item. Large porcelain waterproof barrel 4 1/2 in. long. Cleanable carbon brushes.

No. G-1267. Retail Price, 75c. Your NET..... **44c**

Air-Gap Type

Muter Air-Gap type lightning arrester is slightly smaller than the Guardian but is highly efficient. Suitable for indoor or outdoor use.

No. G-1216. Retail Price, 35c. Your NET..... **21c**



Antenna Plug

Replaces outside aerial on any set. Screws into socket or baseboard same as any electric light bulb but does not consume any current. Made of highly polished black moulded Bakelite. Packed in individual boxes with full instructions for use.

No. G-1219. Retail Price, 75c. Your NET..... **44c**



Variall

An excellent Interference Eliminator and Static Reducer. Made of genuine black moulded Bakelite. 3 1/4 inches in diameter. Easily and quickly attached.

No. G-1217. Retail Price, \$2.00. Your NET..... **\$1.18**

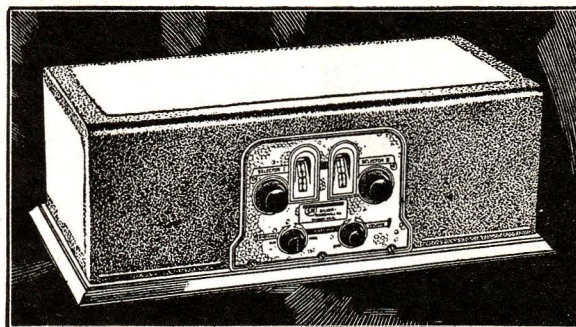
SM

Most Amazing Offer in History of Custom-Built Radio

**MONEY BACK
IN 10 DAYS**

If Not Satisfied

Build up the 720 Kit (or order a factory wired model) and give it the most rigid tests you can think up. If you are not 100% satisfied, simply rebox and return the parts (or set if you order No. 2G-3641) to us within 10 days and get your money back without a question.



Complete Kit Only

List \$72.50 No. 2G-3640

\$42.63
Net

**The Market Affords
No Better Value in
Fine Custom Radio**

720 Screen Grid Six Receiver

Powerful — Beautiful — Dependable

Screen-Grid Tubes Successful

Essentially the new S-M 720 Screen-Grid Six is a refined and greatly improved model of the earlier type S-M 630 SG which was placed on the market in the early part of 1928 with the amazing guarantee of better performance than any other set or the purchase price would be refunded! Less than 1% of the kits sold were returned as not superior to anything else on the market—an amazing record.

What's in the S-M 720?

The S-M 720 receiver consists of three stages of radio frequency amplification, using screen-grid tubes, followed by a super-sensitive detector and two stages of Clough high gain audio frequency amplification, with power output tube, X112, X171, X210 or X-250 tube being optional. Every individual part of the circuit has been designed for greatest efficiency and ease of assembly. The R. F. stages are controlled by two vernier drum dials operating one single condenser and one "three gang" die-cast bowl-type condenser of unusual accuracy and rigidity. Ganging troubles are forever eliminated. The new S-M 140 Universal coil is used in the antenna stage providing greater antenna selectivity than in any other set. The second and third R. F. stages are tuned by the compensated gang condenser and are individually shielded in separate copper stage shields. The new S-M 255 and 256 A. F. transformers provide twice the amplification of ordinary audios.

Performance with a Vengeance!

So selective is the S-M 720 Screen-Grid Six that, operated in the heart of Chicago, within only one to three miles of powerful local stations, it brings in out-of-town stations only one dial division (10 K. C.) away from locals! On a short antenna it has brought in consistently, both East and West Coast stations on warm summer evenings. Think of it! KFI was heard in Chicago through WCFL (a very powerful local, one mile away) on a hot summer night; WJZ regularly through WQJ two miles away! The set logs positively, and cannot get out of gang.

Attractive Appearance

With its beautiful antique bronze control escutcheon, walnut knobs and the beautiful new S-M 700 metal cabinet, finished in two-tone moire brown the 720 is a joy to the eye as well as to the ear. Its appearance, when custom-built, is far beyond standards of ready-made sets. The metal cabinet provides 100% shielding, augmenting the selectivity of the receiver.

Marvelous Reproduction

The tone quality of this receiver with the famous S-M 255 and 256 transformers is truly remarkable. With their flat characteristic from 100 to 8,000 cycles and their rise in amplification below 100 cycles, every note of the musical scale is brought out with full volume and fidelity of tone, with all hysteretic distortion found in ordinary transformers eliminated.

Easy to Build

The attention to detail in the layout and design of the 720 has made it very easy to build. All parts are assembled on the ready-pierced metal chassis in a short time and the

wiring is simple and direct. The ganging, heretofore the hardest part of single-control receiver, is already done, making only a small adjustment of the compensators necessary to perfectly line up the receiver.

Complete List of Parts

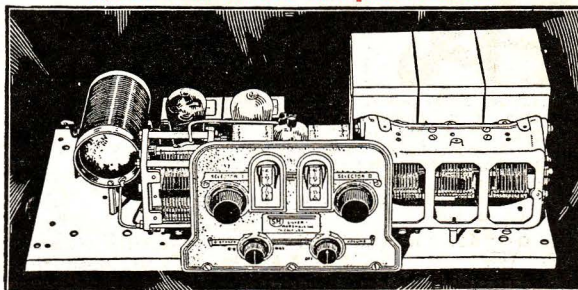
1	S-M 701 Universal pierced chassis.....	\$ 3.00
1	S-M 309 dual control escutcheon.....	2.75
1	S-M 806L (left) vernier drum dial.....	2.50
1	S-M 806R (right) vernier drum dial.....	2.50
1	S-M 320R .00035 mfd. Universal condenser.....	4.00
1	S-M 323 .00035 mfd. 3-gang condenser.....	13.50
1	S-M 342B .000075 mfd. midget condenser.....	1.75
3	S-M 638 copper stage shields @ \$1.50.....	4.50
1	S-M 140 antenna coil.....	3.00
1	S-M 132A plug-in RF transformers @ \$1.25.....	3.75
3	S-M 512 5-prong tube sockets @ 60c.....	1.80
5	S-M 511 tube sockets @ 50c.....	2.50
1	S-M 255 first stage A.F. transformer.....	6.00
1	S-M 256 second stage A.F. transformer.....	6.00
1	S-M 708 10-lead, 5-foot connection cable.....	1.75
1	S-M 818 hook-up wire (25 ft. to carton).....	.50
1	Yaxley 53000, 3,000 ohm midget potentiometer.....	1.25
1	Yaxley 500 switch attachment.....	.40
2	Yaxley 420 insulated tipjacks @ 12½c.....	.25
3	Carter RU10, 10 ohm resistors @ 25c.....	.75
1	Carter A6, 6 ohm sub-base rheostat.....	.50
1	Carter H1½, 1½ ohm resistor.....	.25
1	Potter 104, 1 mfd. bypass condenser.....	1.00
6	Sprague ¼ mfd. midget condensers @ 75c.....	4.50
1	Polymer .0001 mfd. grid cond. with clips.....	.50
1	Polymer .002 mfd. bypass condenser.....	.40
1	Polymer 2 megohm grid leak.....	.50
1	Durham .15 megohm resistor with leads.....	.50
1	Naald 481XS cushioned tube socket.....	.65
3	Moulded binding posts.....	.30
1	Set hardware, wire, screws, washers, lugs, etc.....	1.00

No. 2G-3640. Type 720 Screen Grid Kit, complete, factory packed as described above, less tubes and cabinet. Shpg. wt., 18 lbs. Retail Price, \$72.50. **\$42.63**
Your NET

Custom-Built S-M 720 Screen-Grid Six

No. 2G-3641. Type 720 Wired Screen-Grid Six is available custom-built, wired and tested in S-M factory (with factory label), complete with cabinet. Retail Price, \$102.00. Your NET... **\$59.98**

Front View of the Compact Chassis



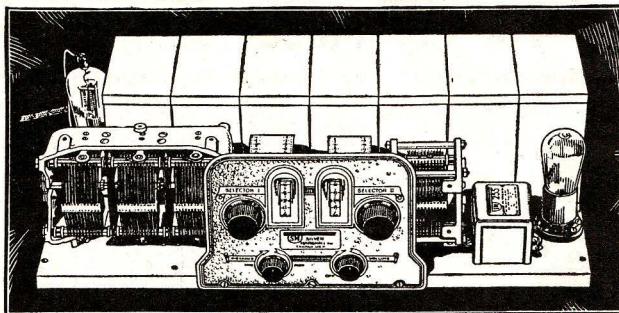
New S-M Shielding Cabinet

No. 2G-33100. S-M Type 700 Shielding Cabinet. Two-tone moire finish metal cabinet, with high-lighted panels. Fully slotted and provided with ventilating louvers. Size, 21½" long, 10" wide and 7¼" high. Complete with walnut base moulding. Shpg. wt., 7 lbs. Retail Price, \$9.25. Your NET.....	\$5.44
No. G-27132. S-M Type 701 Universal Chassis. Steel chassis for new S-M circuits, formed, pierced and enameled. Size, 21½" long by 9½" wide by ¾" high. Included with No. 720 Kit, but sold separately, if desired. Shpg. wt., 3 lbs. 9 oz. Retail Price, \$3.00. Your NET.....	\$1.76
No. G-27134. S-M Type 702 Wood Chassis. A seasoned non-warping stained wood chassis 21½" long, 9½" wide and ¾" thick. Fits 700 cabinet. Shpg. wt., 2 lbs. 11 oz. Retail Price, \$1.50. Your NET.....	88c
No. G-0932. S-M Type 708 Ten-Lead Battery Cable. A ten lead coded cable, fabric covered with tinned ends. 5 feet long overall. Furnished with 720 kit, but sold separately, if desired. Shpg. wt., 3 oz. Retail Price, \$1.75. Your NET.....	\$1.03

(SM) A Great Super-Heterodyne A Ruling Favorite Everywhere This Year!

**Only Two
Tuning Controls
Yet 5 Stages
of R. F.
Amplification**

**Positive 10 Kilocycle
Selectivity**



**And Think of the
Price!**

**Complete Kit \$55⁹⁸
NET**

List, \$95.20

**You Cannot Match
This Value!**

1929 Screen Grid ^{Nine Tube} Laboratory Receiver The Sweetest Tone—Simplest Control—Greatest Power

The 1929 Screen Grid Nine Tube Laboratory Receiver is a nine tube super-heterodyne having only two tuning controls for a total of five stages of R. F. amplification! It is an ultra sensitive superheterodyne giving positive 10 K. C. selectivity, 2,000 to 3,000 mile regular reception range and marvelous tone. The circuit employs one untuned stage of short wave R. F. amplification, followed by three stages of tuned R. F. amplification, all three tuned by a super-accurate three gang condenser controlled by one vernier drum dial. This amplifier is followed by a screen grid first detector tube, an oscillator tuned by the second vernier

drum dial and a single condenser, two stages of sharply tuned 65 K. C. intermediate amplification, a second detector, and one audio stage using the new Clough audio system. The tuned R. F. oscillator, both detectors and I. F. amplifier stages are shielded in individual copper cans which are assembled upon the S-M 701 Universal steel chassis, and the whole set is doubly shielded by the S-M 700 Shielding Cabinet when used.

Sensitive—Selective

The sensitivity and selectivity of the three wave screen grid R. F. amplifier stages alone is great enough to provide

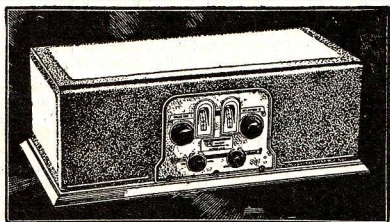
better results than are had with the average T. R. F. receivers, yet they only precede a special screen grid super to boost its sensitivity, insure positive 10 K. C. selectivity, and cut out harmonics! As a result of this combination of short wave R. F. amplification and ultra-efficient 65 K. C. intermediate amplification, the 1929 Laboratory Receiver is the most sensitive and selective super-heterodyne that can be built, yet its parts cost but \$55.98 at wholesale.

Accessories Required

Accessories required are six 222 tubes, two 201A tubes, and one 112A type tube. Any six volt "A" power unit, and a S-M 670B—or 675 Hi-Volt power unit if no power amplifier is used. The combined power amplifier and "B" power units recommended especially are the S-M 681-250 Unipac or the 681-210 push-pull Unipac, both single stage amplifiers for 210 or 250 super-power tubes.

No. 2G-3676. 1929
Screen-Grid Laboratory
Model Super-Heterodyne.
Complete Kit Less Tubes.
Retail Price, \$95.20.
Your NET.....

\$55⁹⁸



Special Metal Cabinet

S-M Type 700 Shielding Cabinet. Two-tone moiré finish metal cabinet, with high-lighted panels. Fully slotted and provided with ventilating louvers. Size, 21½ in. long, 10 in. wide and 7¼ in. high. Complete with walnut base moulding. Shpg. wt., 7 lbs.

No. 2G-33100. Retail Price, \$5.44
\$9.25. Your NET.....

(SM) A Sensational 4-Tube Receiver

740 Coast to Coast Screen Grid 4

The Biggest Value in Radio

TO THE thousands of fans for whom the four-tube R.F. amplifier, regenerative detector and two-stage audio circuit is the time tested standby and the standard of receiver comparison, the new Silver-Marshall Coast to Coast Fours offer the finest performance yet attained with this remarkable circuit. A screen grid R.F. amplifier stage, immeasurably finer coils than ever before, the new Clough high gain audio system, metal chassis, and antique brass control escutcheon, like the finest of ready-made sets, make the "740" the biggest \$29.99 radio value there is.

Tubes Required

Requires 1 CX322, 2 CX301A, or CX112A detector and first stage amplifier and 1 CX371A power tube, CX310 or CX350 power tube can be used with S-M 675 ABC power unit.

Wholesale Prices!

No. 2G-3646. Type 740. Coast to Coast Kit, complete factory packed, less cabinet. Shpg. wt., 15 lbs. Retail Price, \$51.00.

Your NET.....
No. 2G-36135. Type 740. Factory WIRED, with cabinet. Retail Price, \$75.00.

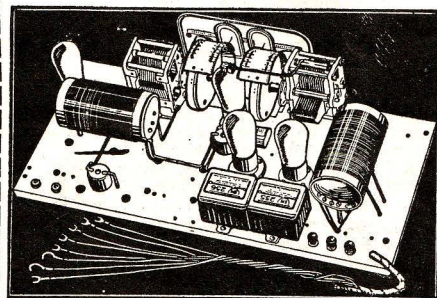
Your NET.....
No. 2G-3647. Type 740 A-C Coast to Coast Kit —For use with Shieldplate or other independent A-C Screen Grid Tubes, and S-M 670 ABC or 675 ABC power units. Complete, factory packed, less cabinet. Shpg. wt., 15 lbs. Retail Price, \$53.00.

Your NET.....
No. 2G-36136. Type 740 A-C Factory WIRED, with cabinet. Retail Price, \$78.00.

Your NET.....
No. 2G-33100. Type 700 Shielding Cabinet for either of above kits, with walnut base moulding. Shpg. wt., 17 lbs. Retail Price, \$9.25.

Your NET.....
\$29.99
\$44.10
\$31.16
\$45.86
\$5.44

Remarkably Low in Price



Amazing Value! Amazing Results!

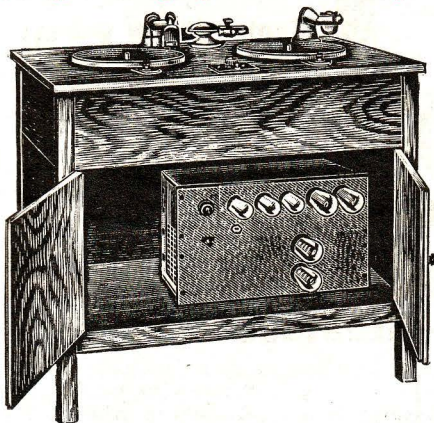


APPARATUS FOR "TALKIES"

Theatres, Restaurants, Dance Halls, Auditoriums, Amusement Parks,
Public Lectures, or Any Public Gathering

Double Turn-Table—For Continuous Music!

Using Phonograph Records—Special Device for Smooth Transition



Here at last is a real unit ready for operation in theatres, restaurants, etc. Through the use of the double set of Bodine Electric Turn-Tables with their Erla pick ups, it is now possible to have continuous music for public entertainment. A special fading device eliminates interruption between records by providing smooth transition from either one record to another or from record to radio or record to microphone for individual announcements. Another feature is the scratch filter which eliminates the noise caused by the scratch of the phonograph needle. Cabinet is made of choice wood and is paneled with 5-ply material, walnut finish. Compartment below provides room for records and other extra equipment and is built to house any standard amplifier. Convenient jacks and switches mounted for all connections. No detail has been overlooked. Even a small lamp is furnished to provide light.

Dimensions: Overall, 38½ inches wide, 33 inches high, 22½ inches deep. Amplifier compartment 36½ inches wide, 23½ inches high, 19 inches deep.

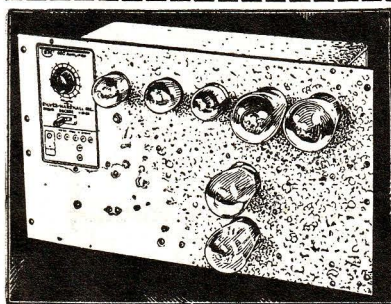
No. 3G-0706. As described but not including amplifier, tubes, or speaker.
Retail Price, \$154.10. Your NET.....**\$83.75**

No. 3G-0707. Same as No. 3G-0706 with Universal Desk Microphone, No. G-4110 shown on page 17, Silver-Marshall 690 Amplifier with a complete set of tubes as listed in the description of the 690 below. Retail Price, \$481.40.
Your NET.....**\$280.45**

Silver-Marshall 690 Amplifier 3-Stage Dual Push Pull

This amplifier is the last word in apparatus designed to "cover" large crowds. It has sufficient capacity for a theatre seating 3,000 to 5,000 people or out of doors will reach 10,000 to 30,000 people. Tremendous amplification effected with superior fidelity of tone. It may be fed by phonograph record pick-ups, radio, or microphone, or all three. Will operate from 2 to 12 dynamic or other speakers. Output 15 to 16 watts. Same amplification at 70 as at 5,000 cycles. Tubes required—one 227, two 226 in push-pull, two 250 Power tubes in push-pull, and two 281 Rectifier tubes. Completely wired for 105-120 V., 50-60 cycle A-C current. Size: 21 in. x 14 in. x 8 in.

No. 2G-0705. Silver-Marshall 690 Amplifier.
Retail Price, \$245.00. Your NET.....**\$144.06**



The Jensen AUDITORIUM SPEAKER



Tremendous volume! For auditorium and out-door reproduction! That's why this new Jensen Auditorium speaker was produced. Through the employment of large, perfectly centered cones and the engineering of the Jensen laboratories this goal was attained.

Tube rectifiers take care of eliminating all hum and permit tremendous volume without distortion. Efficient operation at low volume, too, for use at home. 11 inch cone. Requires one 280 tube.

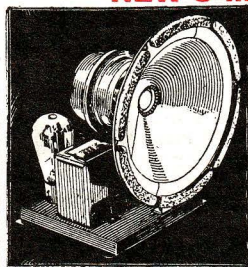
No. 2G-0105. DA4 unit, 110 volt D-C.
Retail Price, less tube, \$55.00.
Your NET.....**\$32.34**

No. 2G-0106. DA5 unit, 220 volt D-C.
Retail Price, less tube, \$55.00.
Your NET.....**\$32.34**

No. 2G-0107. DA5-AC 110 volt A-C unit.
Retail Price, less tube, \$70.00.
Your NET.....**\$41.16**

NEW S-M 850

Dynamic Speakers



Designed primarily for home operation, the new Silver-Marshall dynamic speaker units are, however, particularly suited to public address work at high powers. Uses a 280 tube operating in connection with a full wave transformer in place of the rectifier unit which supplies power to the high voltage low current field winding. This prevents the usual A-C hum found in most dynamics. The Silver-Marshall 850 operates from 105-120 V. 50-60 cycle house current. Equipped with a Universal output transformer for single or push-pull amplifier stages. Uses one 280 tube.

The 851 speaker is identical except that it obtains current from a 90 to 120 volt D-C source. Not equipped with power supply or base, but has Universal output transformer and mounting brackets. No tube included.

No. 2G-0103. Type 850 A-C dynamic unit.
Retail Price, \$58.50.
Your NET.....**\$34.40**

No. 2G-0104. Type 851 D-C dynamic speaker.
Retail Price, \$48.50.
Your NET.....**\$28.52**

S-M "Needle Scratch" Choke

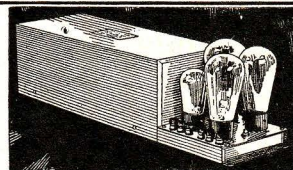
Housed in bakelite case, the 278 is intended primarily for use in a "needle scratch" filter circuit. Its inductance of 140 M.H., when connected in a series with a .0075 mfd. condenser and shunted across any standard magnetic phonograph record pickup, will cut out all frequencies above 4900 cycles, and hence practically all "needle scratch." Shipping weight, 3 oz.

No. G-1669. Type 278 Choke for Needle Scratch Filters. Retail Price, \$1.50. Your NET.....**88c**

S-M

679

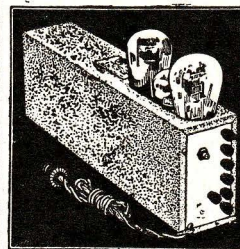
Amplifier 2-Stage



Designed for use where less output than furnished by the S-M 690 but more than 678PD is required. Suitable for radio, microphone, or phonograph record pick-up reproduction. Sufficient volume for theatres seating up to 2,000. Will operate 4 dynamic speakers. Full wave rectification with two 281 tubes. First stage uses 226 and second 250 type tube. Unprecedented fidelity of tone.

No. 2G-0704. Completely wired, less tubes.
Retail Price, \$125.00.
Your NET.....**\$73.50**

SILVER-MARSHALL Phonograph Amplifier Type 678 P-D



For use with a magnetic phonograph pick-up only and when so used it will provide the finest reproduction of records attainable for this class of amplifier.

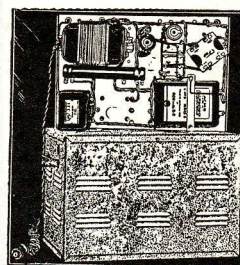
The unit consists of a two-stage power amplifier with self-contained power supply, using one 226 and one 210 or 250 type tube in conjunction with the

new S-M 255 and 256 audio transformers. With these new transformers every note on electrically cut phonograph records is brought out with full volume and true tone quality. The 678P-D Unipac employs one 226, one 210 or 250, and one 281 tubes, and is complete in itself for operation upon addition of record pick-up, loud speaker and tubes. It will develop sufficient volume for small theatres and dance-halls. Completely factory built. Shpg. wt., 36 lbs.

No. 2G-3606. Type 678PD Phonograph Amplifier Kit. Complete kit of parts; factory-packed in substantial carton, ready to assemble (less tubes) Shipping weight, 23 lbs. Retail Price, \$65.00. Your NET.....**\$38.22**

No. 2G-07106. Type 678 PD Wired Phonograph Amplifier. The 678PD kit, as specified above, factory-assembled and wired, packed in substantial carton (less tubes). Shpg. wt., 23 lbs. Retail Price, \$73.00. Your NET.....**\$42.92**

685 Public Address Unipac Amplifier



For coverage of crowds of 1,000 to 10,000 people, indoors or outdoors, with one to twelve loud speakers, the 685 Public Address Unipac is the only light socket amplifier now available in kit form. It uses one 227, one 226, one 250, and two 281 rectifiers in a three stage light socket amplifier for microphone, radio, or record pick-up amplification. 15¼ in. long, 10½ in. high, 9½ in. wide.

No. 2G-3648. Type 685 Unipac Kit—Factory packed, less tubes. Shpg. wt., 74 lbs. Retail Price, \$125.00. Your NET.....**\$73.50**

No. 2G-0770. Type 685 Wired Unipac—Factory wired and tested, less tubes. Shpg. wt., 74 lbs. Retail Price, \$160.00. Your NET.....**\$94.08**

WRITE: PUBLIC ADDRESS ENGINEER C/O SHURE BROS. CO., FOR HELPFUL INFORMATION

MICROPHONES

For Public Address and Other Transmitters Universal Two Button Microphones

Particularly suited for public address and phonograph recording. Also for amateur experimenting and broadcasting.

No. G-4110. Model BB complete with ring desk mounting, 12 ft. 3 conductor cord, and covers. Retail Price, \$39.40.

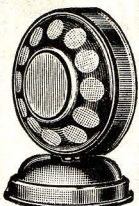
Your NET.....**\$29.52**
No. G-4111. Model BB Unit only, less cord. Retail Price, \$25.00.

Your NET.....**\$20.00**
No. G-4112. Studio Model KK gives an exceptionally flat response curve from 30 to 10,000 cycles. Retail Price, Unit only, less cord, \$75.00.

Your NET.....**\$60.00**
No. G-4113. Model KK with ring desk mounting, 12 ft. 3 conductor cord and covers. Retail Price, \$92.40.

Your NET.....**\$73.92**
No. G-4114. 6 ft. 3 conductor cord for above mikes. Retail Price, \$1.50. Your NET.....**\$1.20**

No. G-4115. 12 ft. 3 conductor cord for above mikes. Retail Price, \$2.40. Your NET.....**\$1.92**



Kellogg Hand "Mike"

Highly efficient and serviceable. Smooth black finish handle with 4 feet of cord.

No. G-4109. Kellogg No. 21 hand microphone. Your NET Price.....**\$8.72**

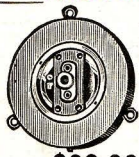
Genuine Kellogg 2-Button "Mike"

Two-button Microphone that is used in the best broadcasting stations. Nickel plated, 4 in. diameter. Shipping weight, 2 1/2 pounds.

No. G-4106. Kellogg No. 501. Your NET.....**\$98.00**

No. G-4107. Desk stand for above. Your NET Price.....**\$24.50**

No. G-4108. Floor stand for same. Your NET Price.....**\$19.60**

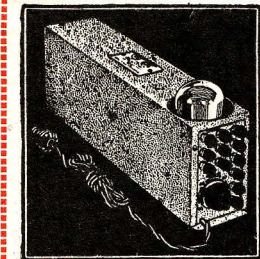


New S-M Illuminated Drum Dial

Illustrated are the new S-M 810 illuminated drum dial and the 807 window. A special feature of this dial is the fact that the bracket itself does not need to be fastened down unless desired; the bracket and drive shaft may "float." Translucent scale divided into 100 degrees with numbers every 5 degrees. 8:1 vernier reduction ratio. Scale is 6 inches long; drum diameter 3 1/2 inches.

No. G-2107. S-M 810 Drum Dial. Retail Price, \$3.75. Your NET.....**\$2.21**

No. G-2170. S-M 807 Window. Retail Price, 50c. Your NET.....**29c**



Silver- Marshall Reservoir "B" & "ABC" Power Supplies

The new S-M 670B and ABC Power Supply Units are unquestionably the highest grade B and ABC units in the radio field. Replacing the older model S-M Reservoir B units, they uphold their reputation in every way and perform faithfully and noiselessly, providing a source of power as steady and continuous as the current in your light socket.

The new 250 type full wave rectifier is used, giving best filtering and thus providing a surplus of current at all times. The filter system is the famous S-M "brute force" type, insuring freedom from hum and other troubles associated with eliminators. There are two types, 670B and 670ABC. The 670B supplies fixed voltages of 22, 90, 135 and 180 volts, and a variable voltage of 22 to 90 volts calibrated at 22, 45, 67 and 90 volts. A total of 60 m.a. may be drawn at these voltages. It is the only B power supply with voltages accurate enough for the safe use of screen-grid tubes.



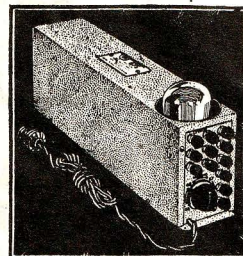
675 Hi-Volt Power Supply

power handling capacity

up to date and given the tone quality of the most expensive 250 tube equipped, A-C sets. Every individual inflection of tone is brought out from the delicate trebles to the deep vibrating notes of cello and concert organ. Or the 675 ABC may be used as an ABC power supply for any A-C tube equipped set. The 675 Hi-Volt uses one 281 rectifier and supplies 22, variable 45 to 90, 90, 135 and 425 volts B, and 1 1/2, 2 1/2, and 7 1/2 volts A-C for power tube filaments. Thirty-five volts "C" for 210 or 84 volts for a 250 is supplied automatically by an internal resistor. It is housed in an attractive case 17 in. long, 5 1/4 in. high and 3 3/4 in. wide.

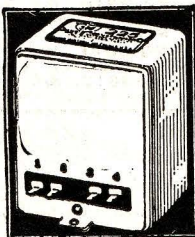
No. 2G-07108. Type 675 Hi-Volt Power Supply Kit. Shipping weight, 28 lbs. Retail Price, \$54.00. Your NET.....**\$31.75**

No. 2G-3792. Type 675 Wired Hi-Volt Power Supply. Shipping weight, 28 lbs. Retail Price, \$58.00. Your NET.....**\$41.10**



NEW Silver-Marshall TRANSFORMERS

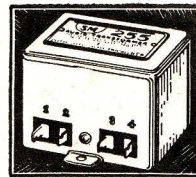
New transformers just announced by Silver-Marshall include several Clough-system transformers used in the new 690 amplifier and 850 dynamic speaker units as well as some for new type tubes and special uses. Here are listed the finest and most efficient push-pull transformers ever offered. These new items give clearer, sweeter, more powerful tone than ever obtainable before.



227 Interstage Push-Pull Input

Type 227 is a push-pull interstage transformer, to feed from two 112A, 226, or 227 tubes into two 112A, 226, 227 or 171A, 210 or 250 tubes.

No. G-1704. Retail Price, \$8.00. Your NET.....**\$4.70**



248 Universal Output Chokes

Type 248 Universal output choke is designed to feed out of two, 210 or 250 tubes into one to six or more standard speakers, and is provided with several impedance-matching taps. It will handle over 200 watts without core saturation.

No. G-1706. 248 open mounted. Retail Price, \$7.00. Your NET.....**\$4.12**

No. G-1707. Type 228 same as type 248 but in closed case. Retail Price, \$8.00. Your NET.....**\$4.70**

257 Push-Pull Input

No. G-1703. Retail Price, \$7.00. Your NET.....**\$4.12**

258 Push-Pull Output Chokes

No. G-1705. Retail Price, \$5.00. Your NET.....**\$2.94**

229 Dynamic Speaker Output Transformer

Designed to couple two 171A, intermediate power, or 250 type tubes in push-pull or singly to the moving coil of any standard dynamic speaker.

No. G-1710. Retail Price, \$8.00. Your NET.....**\$4.70**

334 Power Transformer

For use with a 280 type tube and 2 mfd. condenser to supply 120 volts DC to the field of any standard 90 to 120 volt DC type dynamic speaker.

No. G-1719. Retail Price, \$7.00. Your NET.....**\$4.12**

335 Power Transformer

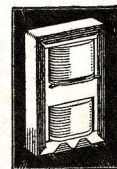
Contains one 105 to 120 volt, 50 to 60 cycle primary, one 5 volt, 2 ampere rectifier filament winding, two 2 1/2 volt, 6 ampere filament windings, and two high voltage secondaries, which, when used with a "245 new type intermediate power output tube" (new type 250 tube) will deliver 800 volts at 100 milliamperes. It is suitable both for the new AC screen grid tube (when placed on the market by R. C. A. and Cunningham) as well as for the intermediate power tube mentioned above.

No. G-1730. Retail Price, \$15.00. Your NET.....**\$8.82**

333 Dual Filter Choke

Unshielded unit which gives better filtration than two separate chokes. Resistance 400 ohms per coil; inductance 9.4 henries per coil at maximum current rating of 40 m.a.

No. G-1736. Retail Price, \$6.00. Your NET.....**\$3.53**



324 Power Transformer

Full wave type rated at 150 watts. 1,500 volt center tapped secondary rated 150 m.a., two 7 1/2 volt center taps each give 2 1/2 amperes for 210 or 250 and 281 tubes.

No. G-1737. Retail Price, \$25.00. Your NET.....**\$14.70**

326 Reducing Transformer

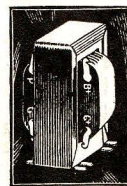
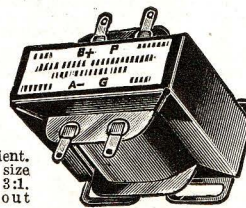
For reducing 220 to 250 volt 60 cycle currents to workable 105 to 120 volt current. For use when not over 150 volts is required. Fully mounted.

No. G-1738. Retail Price, \$15.00. Your NET.....**\$8.82**

ACME Replacement Trans- former

Small and efficient. Upright mounting; size 2x2 1/2 x 2 1/2 in. Ratio 3:1. Amplification without distortion.

No. G-1747. Retail Price, \$2.00. Your NET.....**\$1.13**



Silver-Marshall Replacement Transformers

The new S-M 260U end mount upright type, and 260S side mount horizontal type are ideal for repair men and set builders desiring S-M quality in a small transformer. Ratio 3:1.

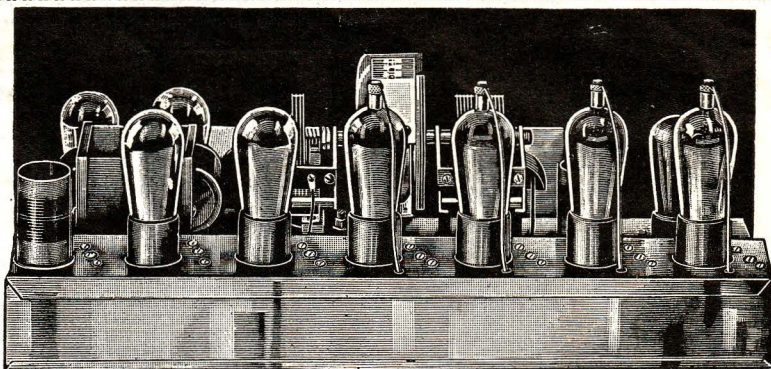
No. G-1715. S-M 260U. End Mounting. No. G-1716. S-M 260S. Side mounting. Retail Price, \$2.25. Your NET.....**\$1.32**

H.F.L.

SPECIAL NINE

RADIO'S LATEST SUPER

MARVELOUS TONAL QUALITY



The H.F.L. Special Nine is furnished in two models. A straight D-C set using a 171A output tube and an A-C set using a 250 output tube (operating in the H.F.L. power amplifier). The power amplifier may also be operated as an output stage with the D-C set replacing the 171A audio tube and furnishing all plate voltages to that model. The tone quality of the Special Nine receivers is so exquisite and so marvelously realistic that there is no discernible difference between an original creation and an H.F.L. reproduction.

One hour to wire a few jumper wires from the amplifier terminal strips to the tube sockets, etc., completes the construction. Each individual unit is subjected to the famous H.F.L. laboratory inspections, and every item is absolutely guaranteed by the factory.

The assembled chassis comes complete with beautiful walnut finished metal front panel and power cables necessary for operation. Absolutely nothing else to buy in order to complete the set. Packed in factory sealed shipping carton forwarded to you unopened. Panel dimensions, 7 inches high x 21 inches long. Chassis dimensions, 20½ inches long x 7½ inches deep.

OPERATING ACCESSORIES REQUIRED

D-C Model—4 X201A, 4 X222 and 1 X171A tubes. 4 Heavy Duty 45 volt B, 2 22½ volt C, and 1 120 ampere hour A batteries. 1 Magnetic or Dynamic loud speaker. H.F.L. 250 power amplifier may be used as last audio stage and B supply.

A-C Model—4 Y227 and 4 type A-C 226 tubes. 1 H.F.L. 250 power amplifier and B supply furnishing all B, C and heater voltages to the set. 1 X250 and 1 X280 tube for the power amplifier. 1 Dynamic loud speaker.



SHURE Special

Radio Service Man's

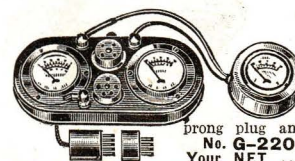
Tester and Tool Case

For Testing Sets, Tubes, Power Units, Line Voltages, etc. and Space for All Tools

Outfit consists of a complete test chest together with a four-meter test board for all tubes and circuit checking, good, strong case. It measures only 11 in. high, 7½ in. deep and 14 in. wide. The upper compartment under hinged lid is fitted with the testing equipment. There are five felt lined drawers. Drawer dimensions are: First, 5½ in. wide, 5½ in. deep, 1½ in. high; second, 5½ x 5½ x 3 in.; third, 5½ x 5½ x 3 in.; fourth, 12½ x 5½ x 3 in.; fifth, 12½ x 5½ x 2 in.

The Readrite quality meters are of pin jack type, interchangeable in all sockets to make all possible tests. A 30-inch two-conductor (red and black) cord is furnished for set testing. The tube tester has three meters, providing check for a voltage, plate current and B eliminator voltage. The A-voltage volt Meter is 0-10 A-C or D-C. A double range milliammeter with scale of 0-20, 0-100 has trip switch for using either range; tests any ordinary or power tube. Accurate high resistance B-eliminator tester with scale 0-500 gives plate voltage at any socket. The tube-tester has a 30-inch cord with four and five-prong adapter for plugging into receiver. An 0-150 A-C voltmeter with A-C plug to fit any standard electric wall receptacle gives accurate check on line voltages.

Grid bias reading may be taken by means of the inbuilt switch. Shpg. wt., 20 lbs. No. G-2255. Complete. Retail Price, \$55.00. Your NET \$32.34



Universal Test Set

Consists of two items listed below with 0-300 V. range. Quickly locates defective circuit wiring, open transformers, etc. Equipped with a voltmeter of 0-10 volts and a double scale milliammeter of 0-20-100. Provided with 30 inch cord, a five-prong plug and four-prong adapter.

No. G-2201. Retail Price, \$17.00. Your NET \$9.98

Readrite Tube Checker

Consists of unit shown in illustration above (to the left). For tubes operating at 5 volts or less. Consists of 0-6 D-C Voltmeters, 0-10 M.A., grid bias switch, rheostat, socket and binding posts.

No. G-2236. Type 210. Retail Price, \$7.50. Your NET \$4.41

No. G-2237. Cord and Plug to connect set socket to above tube tester. Retail Price, \$1.00. Your NET 59c

No. G-2294. Adapter for small tubes. Retail Price, 60c. Your NET 35c

Readrite Portable Tester

Consists of meter illustrated to right in above combination. A reliable "B" Eliminator and Portable A-C Tester. Very high resistance. Accurate to a laboratory degree. Quickly checks "B" power unit output or "B" Batteries.

No. G-2233. 0-300 Volts. - No. G-2235. 0-150 A-C Portable. Retail Price, \$5.00. Your NET \$2.94

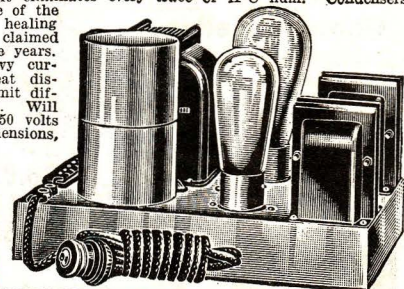
No. G-2234. 0-500 Volts. Retail Price, \$6.00. Your NET \$3.53

No. 2G-3609. H.F.L. Special Nine D-C model.	Retail Price, \$95.00. Your NET.....	\$55.86 NET
No. 2G-3610. D-C Model assembled and wired.	Retail Price, \$125.00. Your NET.....	
No. 2G-3611. H.F.L. Special Nine A-C Model.	Retail Price, \$105.00. Your NET.....	\$61.74
No. 2G-3612. A-C Model assembled and wired.	Retail Price, \$135.00. Your NET.....	79.38

H.F.L. 250 Power Amplifier

This power amplifier was designed especially for the H.F.L. Special Nine receivers.

Extremely large transformers, chokes, and special Mershon 36 Mfd. filter condenser operating in filter circuit eliminates every trace of A-C hum. Condensers cannot break down as they are of the electrolytic type which is self healing in case of a puncture, and are claimed to have a life of over forty-five years. Special resistors permit heavy current loads with maximum heat dissipation. Adjustable slides permit different voltages to be obtained. Will furnish plate voltages up to 350 volts for all tubes in the set. Dimensions, 11 inches long x 7 inches wide x 7½ inches high. Requires 1 X250 and 1 X280 tube.



No. 2G-3613. H.F.L. 250 power amplifier and B supply, factory assembled and wired, less tubes. Retail Price, \$77.00. Your NET \$45.28

Replace Liquid and Jar in Philco for Philco-tron A and AA

This new Elkon all-dry metallic rectifier replaces the wet jar rectifiers in Philco units designated as Philco-tron A and Philco-tron AA used in Philco Trickle Chargers, Philco A Powers and Philco A and B combinations.

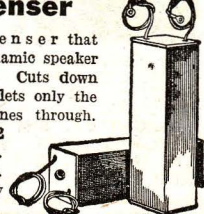
Very simple to attach, only two wires to connect. May be done in a minute by anyone. No liquids to bother with—no attention—just satisfaction.

No. G-0857. Type UP-8. Retail Price, \$4.00. Your NET \$2.35

Eliminates "Hum" in Dynamic Speakers

ELKON "Q" Condenser

The condenser that makes the dynamic speaker truly efficient. Cuts down the hum and lets only the pure sweet tones through. Size 2 in. x 2 in. x 6½ in. Absolutely dry. A quality product.



No. G-0312. Elkon Type "Q." 4000 Mfd. Retail Price, \$4.50. Your NET \$2.65

ELKON Replacement Units



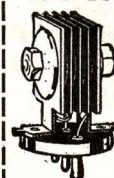
Rectifier for BALKITE Chargers

"The Elkon Replacement Units and those made by the Fansteel Products Company, containing the Elkon Dry Rectifier, are the only ones authorized for replacing the acid jars in Balkite Power Units."—Guarantee of Fansteel Products Co., Inc. Also increases efficiency of charger with Elkon Dry Rectifier. The charging rate on the Balkite Type N is increased to 1 ampere, on the Type K, to 8 of an ampere and the Type J 20% higher on all charging rates.

No. G-0852. Type BNK (for Types N and K). Retail Price, \$2.94 \$5.00. Your NET \$2.94

No. G-0853. Type B J (for Type J). Retail Price, \$7.50. Your NET \$4.41

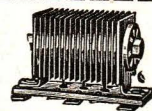
For Trickle Chargers



For replacement in following trickle chargers: Elkon, National, Acme, Bernard, Cleveland and Precision. Three of these units in a set, as there are three in all of the chargers.

No. G-0855. Type V-4. (Set of three). Retail Price, \$4.00. Your NET \$2.35

For "A" Eliminators



Standard equipment on Majestic, Philco, Webster, Sentinel, etc. "A" eliminators. No. G-0854. Type M-16. Retail Price, \$7.00. Your NET \$4.12

TAKE YOUR ENTERTAINMENT WITH YOU

National Portable Phonographs
Made by the Makers of

CARRYOLA

**PORTABLE
PHONOGRAPHS**

These wonderful little phonographs are exact copies of a very well known, nationally advertised line. They should not be confused with ordinary portables thrown together to sell at popular prices. A cheap phonograph is dear at any price! The NATIONAL is a real musical instrument of the highest quality. Its tone quality and volume are amazing. It is a

line the Dealer can stand squarely behind and we will back him up. This is a big field, with big profit opportunity for the Dealer. But, he who builds on price alone is building on sand. NATIONALS build good things. They make friends. You can select no better line of portable phonographs.

The JUNIOR

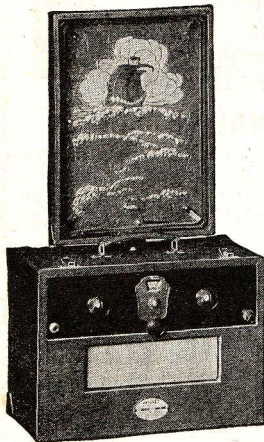


A little fellow, but a wonder! The size is 6x11x14 inches. Covered with a good quality leatherette in all the popular colors. Nickel plated tone arm—S curved throw back. Reproducer embodies everything that ten years' experience in this field has developed. Selects high and low notes with equal clarity. Tone chamber is reflex type—produces a splendid volume without discord or distortion. Equipped with a new type grille. Heavy nickel plated hinges. The motor was developed by the largest makers of portable phonographs in the country. It plays two ordinary records. It is made under the most rigid standards and supervision and is unquestionably superior to any other motor on the market. Turntable is velvet covered, 10 inches

in diameter. Enclosed album. The case and album are embossed and air brushed. Shipping wt., 12 lbs.

No. G-5410. Black. No. G-5413. Blue.
No. G-5411. Maroon. Retail Price, any color, \$15.00.
Your NET **\$8.82**

**For the Canoe, the Beach, the Summer Home,
Nothing Excels the Portable Radio
or Phonograph**



HYATT MODEL "DELUXE" for Particular People

Nationally advertised and known everywhere as the most reliable of portables. It employs a time-tried 6-tube circuit of great power. In performance it is truly amazing and reports from users indicate a wide range of reception and reproducing qualities.

The case is ruggedly built and covered with fine quality brown artificial leather. Model "A" has a richly embossed loop panel in gold relief ship design. It measures only 11 inches high, 14 inches long and 9 inches deep. Weighs, complete with equipment, just 28 pounds and without accessories, 15 pounds.

The speaker unit is of the giant size so that enormous volume, without distortion, is accomplished. Full 10-inch throat horn. Employs three stages r.f., detector and two stages audio.

Specifications

Six tubes.
Untuned radio frequency circuit employing three stages of radio frequency—one detector and two stages of audio frequency.

Transformers built by Hyatt or to Hyatt specifications.
Cushion sockets throughout.
Single Vernier dial.
One rheostat controlling filament.

The equipment used is: Six 299 type tubes; three 1½ volt "A" batteries; two 45-volt "B" batteries and one 4½ volt "C" battery.

Every dealer should have one of these fine portables on his floor for demonstration.

No. 2G-1015. De Luxe Model "A." Set only, no accessories. Retail Price, \$75.00. Your NET.... **\$44.10**

No. 2G-1016. Set Complete with All Accessories and Sonatron tubes. **\$55.87**

Retail Price, \$95.40. Your NET..... **\$58.52**

No. 2G-10100. Same as 2G-1016 but with Cunningham tubes. **\$58.52**

Retail Price, \$95.40. Your NET..... **\$58.52**

No. 2G-4675. Antenna Coupler for Adapting to Outside Antenna, increasing DX range to 300-500 miles. Retail Price, \$3.50. **\$2.06**

Your NET **\$2.06**



The SENIOR

The peer of them all! Look the world over and you won't find a finer, better operating portable phonograph no matter what the price! This is not an empty boast—it is the truth! You will instantly recognize the quality of workmanship the moment you see it; you will readily admit its superior tone and volume the instant you hear it. The outstanding feature of this great little machine is the reproducer. It was developed by the largest maker of portable phonographs in the country and represents all that long experience, skill and scientific knowledge can produce. In sweetness and purity of tone, it has no superior. The tone arm is nickel plated and of the S curved throw back type. Tone chamber is of the reflex type with latest style grille. Piano hinges, nickel plated.

The motor is of unusual size for a portable, the most perfected motor ever made. It runs smoothly, silently and is guaranteed 2½ records at one winding. Turntable velvet covered. Enclosed type album. The case is 8x13x15 inches, covered with finest quality imitation leather, richly embossed and air brushed and furnished in the popular colors. Shipping weight 15 pounds.

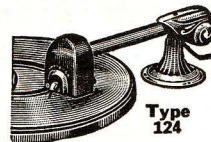
No. G-5414. Black. No. G-5417. Blue.
No. G-5415. Maroon. Retail Price, any color, \$25.00.
Your NET **\$14.70**



ELECTRIC PHONO PICK-UPS

Pacent Phonovox Electric Pick-Up

New
and
Im-
proved



Type
124

Permits changing from radio to electric phonograph without the necessity of removing the detector tube. Gives greater coverage of the musical range than the former Pacent.

The counter-balanced tone arm provides correct weight at needle point for obtaining best reproduction. The new design triangular needle holder takes either steel or fibre needles without loss of volume.

No. G-5419. Pacent type 124 De Luxe model, with tone arm.

Retail Price, \$13.50. **\$7.94**

Your NET **\$6.17**

No. G-5401. Pacent type 105A De Luxe model, without tone arm.

Retail Price, \$10.50. **\$6.17**

Your NET **\$6.17**

CARTER Phono-Radio Coupler



Insert adapter in detector socket, replace tube in this adapter and leave there permanently. Mount switch. Audio end of set is thus switched from receiver to phonograph instantly. One side of switch nameplate marked "radio," the other "Phono." No changes in set—no interference with broadcast reception. Complete with cable.

No. G-2575. 4 prong Adapter. **\$1.62**

No. G-2576. 5 prong Adapter. **\$1.62**

Retail Price, \$2.75. **\$1.62**

Your NET **\$1.62**

WEBSTER Electric Pick-Up

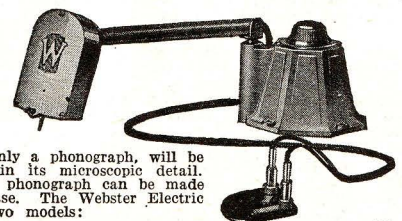
Reproduction that will truly amaze you with its vivid quality of tone. In a few seconds the attachment can be adjusted and the pleasure of hearing life-like music from what was formerly only a phonograph, will be yours. Realism is there in its microscopic detail. The change from radio to phonograph can be made in a jiffy with greatest ease. The Webster Electric pick-up is available in two models:

No. G-5421. Model I-A. Includes pick-up head, supporting arm with volume control incorporated in the base and necessary adapters. **\$10.29**

Retail Price, \$17.50. Your NET..... **\$7.35**

No. G-5422. Model I-B. Includes pick-up head, separate volume control and necessary adapters. Retail Price, \$12.50. **\$7.35**

Your NET **\$7.35**



MUTER
DEPENDABLE

New Dynamics

Using 280
Tube

PERFECTLY NATURAL TONE!

SPECIAL TRIAL OFFER!

Dynamic Chassis Only



We are so thoroughly convinced that the Muter Dynamics are just the speakers for which most of our customers have been waiting that we want you to order one in the regular way and put it on trial for 10 days. Convince yourself that this speaker is all that we claim it is, or return it for full credit or refund within 10 days after you have received it. As in the case of our other special offers of this kind, there are no "strings" attached.

The Table Model Muter Dynamics employ all of the new features described at the right, the most outstanding of which are the new hum filter and the use of a 280 Rectifier tube in the 110 volt A-C Models. These new features give vastly improved tone quality, a reproduction not approached by any other Dynamic speaker.

The new Muter Dynamic will impart to any receiver a much improved tone quality. From the deepest to the highest tones there is no favor, no artificial coloring, no mechanical emphasis—just the natural rendition of the receiver's output.

The set is immediately transformed from a mere mechanical reproducer of sound to a living thing with a thrilling reality of reproduction. The contrast is so startling as to be almost amazing. The artists are brought right into the room to sing for you and entertain you, and when a man talks you can hear every word—clear, distinct and natural.

Finished in a beautiful walnut finish. Size, 12½ in. high by 14 in. wide by 10½ in. deep.

No. 2G-01271. Muter Table Model for 6 volt D-C operation. Retail Price, \$42.50. Your NET. **\$24.99**

No. 2G-01272. Muter Table Model for 90-110 volt D-C operation. Retail Price, \$45.00. Your NET. **26.46**

No. 2G-0102. Muter Table Model for 110 volt A-C operation (less tube). Retail Price, \$52.50. Your NET. **30.87**

No. G-04121. Sonatron 280 Rectifier Tube for 110 Volt A-C Models. Retail Price, \$3.50. Your NET. **1.71**

Muter Dynamic Type Speaker Units are sold without cabinets for use as new or replacement speakers in console receivers.

The new Muter units are adaptable to any cabinet having a speaker compartment 11½ in. wide, 11 in. high, and 9 in. deep or larger.

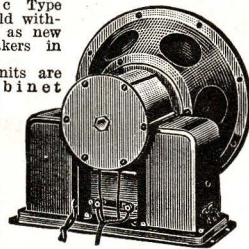
No. 1299 Muter Dynamics have a number of new features that give remarkably improved reproduction. A new cone, a new moving coil and a new suspension result in better tone quality. Sensitivity is increased. In the 110 volt A-C models a special hum filter and the use of 280 tube gives quiet, full volume reproduction.

Note: This model is so new we did not have time to get an illustration. Similar to unit shown above except 280 tube replaces rectifying unit.

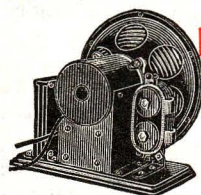
No. 2G-0101. For 110 V. A-C (less tube). Retail Price, \$37.50. Your NET. **\$22.05**

No. 2G-01231. For 6 V. D-C (Battery or "A" Unit). Retail Price, \$27.50. Your NET. **\$16.17**

No. 2G-01232. For 90 V. D-C ("B" Power Unit). Retail Price, \$30.00. Your NET. **\$17.64**



UTAH DYNAMIC SPEAKERS—NEW LOW PRICES!



Dynamic Units

110 volt alternating current light socket supply for field excitation using Westinghouse dry rectifier. 9" high, 9½" wide and 7½" deep. Dynamic Utah Speakers are built for those who desire a speaker to handle volume with quality of tone over the full range of musical instruments. They are the highest development known in sound reproduction. Type A100.

No. 2G-01256. Retail Price, \$40.00. Your NET. **\$23.52**

No. 2G-01257. Type R300. 6 to 12 volts direct current for field excitation. Operates from A Battery. Current consumption, .5 to 1 ampere. Retail Price, \$30.00. Your NET. **\$17.64**

No. 2G-01258. Type D200. 110 to 220 volts direct current for field excitation. Current consumption, 45 to 90 milliamperes. 8½ in. high, 7 in. deep. Retail Price, \$30.00. Your NET. **\$17.64**

Operate with Sets Using 171, 210 or 250 Tubes



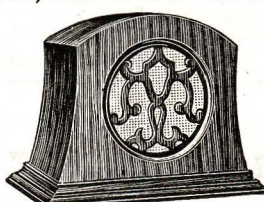
UTAH "Dynola"

Most magnificent table cabinet speaker we have ever seen. A work of art in design—a masterpiece in construction. Made of choice walnut with genuine Burl walnut. Antique brown finish. Both front and back have same grille and design making speaker nondirectional. Dimensions: 15½ in. wide, 12½ in. high, 12½ in. deep.

No. 2G-01253. Complete for 110 volt A-C. Retail Price, \$65.00. Your NET. **\$38.22**

No. 2G-01254. For 6 to 12 volts D-C. Retail Price, \$55.00. Your NET. **\$32.34**

No. 2G-01255. For 110 to 220 volts D-C. Retail Price, \$55.00. Your NET. **\$32.34**



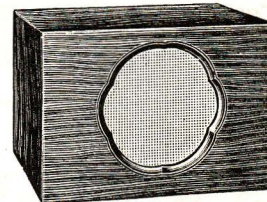
UTAH Model 65

One of the outstanding features of the Utah model 65 is that it is non-directional. The front and the back have the same grille and appearance. Made of genuine Walnut plywood finished in antique brown. Height, 11½ in.; width, 15 in.; depth, 10 in. Equipped with 10 ft. cord and switch.

No. 2G-01288. With Unit A-100 for 110 Volt, 60 Cycle A-C. Retail Price, \$49.50. Your NET. **\$29.11**

No. 2G-01289. With D-200 Unit for 110 Volt D-C. Retail Price, \$39.50. Your NET. **\$23.23**

No. 2G-01290. With R-300 Unit for 6 Volt D-C. Retail Price, \$39.50. Your NET. **\$23.23**



UTAH Model 55

Here is a Utah speaker embodying all the famous Utah qualities that can either be used as an attractive table speaker or can be installed in a cabinet as desired. Like all Utah Dynamics, it is designed to operate with sets using 171, 210 or 250 tubes. Reproduces the entire musical range. Mahogany finished. Size 16½x11½x11½.

No. 2G-01291. With A-100 Unit for 110 Volt, 60 Cycle A-C. Retail Price, \$45.00. Your NET. **\$26.46**

No. 2G-01292. With D-200 Unit for 110 Volt D-C. Retail Price, \$35.00. Your NET. **\$20.58**

No. 2G-01293. With R-300 Unit for 6 Volt D-C. Retail Price, \$35.00. Your NET. **\$20.58**

TEMPLE Double Action Unit A Very Exceptional Value!

The new A-C sets with power tubes have such a powerful output that many units on the market will not handle the low tones satisfactorily. Temple solves this problem with this masterpiece of engineering and manufacturing excellence. Note the sturdy construction. The air-gap in the Temple is substantially greater, making for freedom from chattering under enormous volume. One of the most popular units the Radio public has ever known.

Its specially designed cap (shown in back view pictured below) allows free transmission of the higher frequencies and protects it against injury. Due to these exclusive features the tone quality of this unit is nothing short of marvelous.

You will listen to a constant stream of deep, rich, vibrant tones reproduced with true musical fidelity. There is no favoring, no distortion, no domination of one register against the other. It is a true musical instrument. Fully guaranteed. Threaded to fit all standard Speakers.

REAR VIEW



No. G-0148

\$2.55
List \$6.00
Net



No. G-0148. Retail Price, \$6.00. Your NET. **\$2.55**

3 Red Star Specials

Haynes-Griffin R. F. Transformer

The famous Haynes-Griffin de Luxe R. F. Transformer. Spider web coils accurately spaced and wound. For use with sets using 199 and 201A tubes in combination or with 201A tubes exclusively. Five binding posts on bakelite base provide for adjustment for neutralization and oscillation. An unusual offer and a real buy.

No. G-4654. Haynes-Griffin R. F. Transformer. 49c
Each Special
Special dozen lot price, per dozen NET. **\$3.50**

General Radio Double Impedance Coupler

General Radio Type 373 double impedance coupler has an excellent frequency characteristic plus a high degree of amplification. Incorporates two chokes and a coupling condenser making a complete coupling unit for insertion between the plate and grid circuits of successive tubes. Gives unusual tone and volume with 112 tube in first stage and 171 tube in second stage.

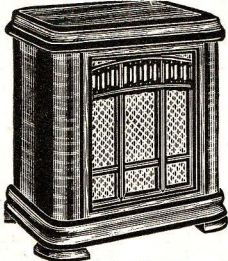
No. G-1708. Type 373 G. R. Coupler. Retail Price, \$5.00. Special NET Price. **\$1.99**

Reliable Automatic Power Control Switch

This device makes the "A" Battery switch on the set automatically turn on or off either or both the trickle charger and "B" eliminator as they are required. For use with sets using 5 volt tubes. Rated capacity .75 to 2 amperes. Complete instructions with each switch.

No. G-2554. Type 13 Switch. Retail Price, \$3.75. Special NET Price. **\$1.29**

JENSEN DYNAMIC SPEAKER



JENSEN Model 6 Cabinet

Cabinets entirely new in their conception—created in the studios of one of America's foremost designers—now house Jensen Dynamic Speaker Units. Truly artistic and dignified in their design and proportion—no trace or hint of the "boxy" appearance so apparent in most loud

speaker cabinets—these new Jensen table cabinets will harmonize with any setting.

They are in walnut—hand rubbed finish—with a contrasting color offsetting the molded edges at the top and bottom and around the grille.

Covering the speaker opening and back of the grille which is in hand carved design, is a brocade cloth; gold threaded; adding a touch of color and richness to these new cabinet models.

No. 2G-0155. Jensen Model D-64 with 6 volt D-C Unit. Retail Price, \$55.00. **Your NET \$32.34**

No. 2G-0156. Jensen Model D-65 with 90-120 volt D-C Unit. Retail Price, \$55.00. **Your NET \$32.34**

No. 2G-0142. Jensen Model D-64 A-C with 110 volt A-C Unit. Retail Price, \$65.00. **Your NET \$38.22**

PRICES SLASHED! ALL MODELS

JENSEN UNITS

By its clarity, its truthness to the original—from the deep throated booming bass of a kettle-drum in a symphony orchestra, up through the entire musical scale to the highest treble note of a piccolo—the superior reproduction of the Jensen Dynamic Speaker is immediately apparent.

With this fidelity of reproduction—reproduction true as the original—and with the ability to create tremendous undistorted volume Jensen Speakers reach the zenith of the dynamic speaker art.

DYNAMIC UNITS ONLY

All units come equipped with two pairs of wires; one pair each to connect to the output of the receiver and the current supply to energize the magnetic field.

No. 2G-0157. Type D-4 operates with six volts from a regular storage battery, an "A" eliminator or trickle charger. Current consumption .4 amp. Retail Price, \$35.00. **Your NET \$20.58**

No. 2G-0143. Type D-4 A-C operates with power drawn directly from any 110 volt A-C light socket. No rectifying tubes are used. Retail Price, \$45.00. **Your NET \$26.46**

No. 2G-0158. Type D-5 operates directly from 90 to 120 volts D-C supply. Many modern receiving sets provide terminals supplying 40 milliamperes at 90 volts. The model D-5 Unit operates perfectly when connected to such a supply. Retail Price, \$35.00. **Your NET \$20.58**

New JENSEN Model 7 Cabinet

Jensen has achieved another triumph in these new cabinets. For with designs of unmatched beauty the contour serves as a perfect "baffle" to permit of the fullest expression of the superior reproduction of which Jensen Dynamic Speaker Units are capable.

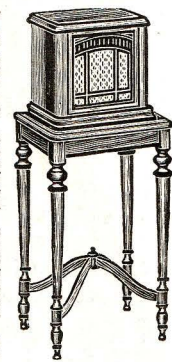
In the building of Jensen cabinets there is employed a new and patented process. The front, sides and back are of one piece. Built-in toggle switches conveniently located in the rear of the cabinet.

If you have not heard this speaker you have a thrilling experience awaiting you. Hear its bell-like clarity and ringing truthness. Note how the Jensen Dynamic Speaker for the first time keeps each instrument in an orchestra in its place.

No. 2G-01280. Jensen Model 74 for 6 Volt D-C. Retail Price, \$70.00. **Your NET \$41.16**

No. 2G-01281. Jensen Model 75 for 90-110 Volt D-C. Retail Price, \$70.00. **Your NET \$41.16**

No. 2G-01282. Jensen Model 74 A-C for 110 Volt A-C. Retail Price, \$80.00. **Your NET \$47.04**



Famous Newcombe-Hawley Reproducers

Magnetic Cones

A greatly improved, precision made cone speaker that will give exceptional results. Simple, rugged and strong, it will take the output of the most powerful receiver without muffling or blasting. Requires no current for excitation of field, having only two terminals to insert in the output jacks of the radio receiver.

Portable Magnetic Cone

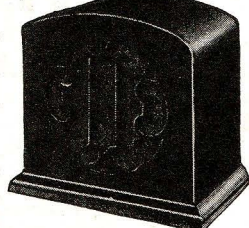
A most attractive design. A beautiful burl walnut cabinet with cloth covered grille. This reproducer can be used with any radio receiver and requires no special power amplifiers for its operation. The unit is extremely sensitive and capable of ample volume without distortion. Very compact, measuring only 10 1/2 in. high, 10 1/2 in. wide and 7 1/4 in. deep.

No. 2G-01300. N-H Model 83 with Newcombe-Hawley model 80 magnetic cone unit. Retail Price, \$28.00. **Your NET \$16.46**

Model 83B with Condition Equalizer

Has a special condition equalizing button in back of cabinet to compensate for variations in broadcast reception and in sets. Gives markedly improved reproduction.

No. 2G-01301. Model 83B portable reproducer with model 80 Magnetic Cone Unit and Condition Equalizer. Retail Price, \$30.00. **Your NET \$17.64**



Portable Dynamics

This beautiful Newcombe-Hawley Portable Reproducing set is so attractively priced that every radio set owner can now equip his set with a dynamic speaker and enjoy its wonderful performance.

A cabinet of very graceful design is furnished with these speakers. It is made of richly grained walnut and the grille is backed up with an attractive gold screen. The cabinet will harmonize with the most refined interior appointments. There is plenty of volume in reserve for those who wish to use this portable speaker for dancing or outdoor use. The tone quality is superb and far superior to that of any other type of speaker. The cabinet is 11 1/2 inches high, 14 1/4 inches long, and 9 inches deep.

No. 2G-01297. Model 986—For 6 Volt battery sets: Equipped with Model NH-6 Dynamic Cone Reproducing Unit. Retail Price, \$55.00. **Your NET \$32.34**

No. 2G-01298. Model 989—Volt 90 Cycle A-C. Equipped with Model NH-10 Dynamic Cone Reproducing Unit, complete with rectifier former, Kodak full wave dry rectifier, audio input cord, A-C connecting cord with switch and plug, fuse block and hum neutralizer. Retail Price, \$65.00. **Your NET \$38.22**



New Dynamic Units

When used with any good radio receiver and audio-amplifier, the Newcombe-Hawley Dynamic Cone Reproducing set re-creates voice and instrument tone frequencies with such fidelity that each instrument can be instantly recognized.

Newcombe-Hawley Dynamic Speakers have a cone shaped diaphragm with a coil winding at the small end. The outer edge of the cone is supported by a ring of flexible leather. This mounting permits horizontal motion with perfect freedom.

Back of the cone is an electro-magnet with an iron core extending into the cone. When the impulses from the radio receiver are conducted through the moving coil of the cone, a reaction occurs between cone and the magnetic field which causes the dynamic cone to pulsate in unison with the impulses from the radio receiver.

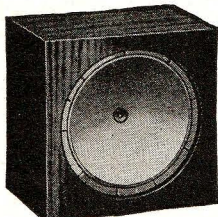
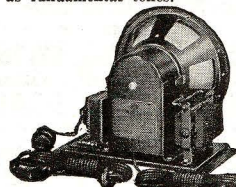
The absence of mechanical levers and pivots removes time-lag and friction which are the most common sources of distortion in radio reproduction. True tone values are possible only if the reproducer re-creates all harmonics as well as fundamental tones.

The dynamic cone follows these delicate harmonics easily because there is no lost motion or time lag in the moving coil.

No. 2G-01294. Model NH-6 Chassis only for 6-Volt D-C operation. Retail Price, \$35.00. **Your NET \$20.58**

No. 2G-01295. Model NH-7 Chassis only for 100-200 Volt D-C operation. Retail Price, \$40.00. **Your NET \$23.52**

No. 2G-01296. Model NH-10 Chassis only, equipped with rectifier transformer and Kodak full wave dry rectifier for 110-115 Volt 60 cycle A-C operation. Retail Price, \$40.00. **Your NET \$23.52**



Baffle Box Units

An exceptionally fine quality cone for console installation. Exceptional tone quality and volume may be had from it. The box measures 9 3/4 x 9 3/4 x 6 1/2 inches. Diameter of cone is 9 inches. Very sensitive and very popular. The box may be removed if sufficient baffle is furnished by the console. Shipping weight, 15 pounds.

No. 2G-01305. N-H Model 80, Without Condition Equalizer. Retail Price, \$18.00. **Your NET \$10.58**

No. 2G-01306. N-H Model 80-B, With Condition Equalizer. Retail Price, \$20.00. **Your NET \$11.76**

Output Transformer or Speaker Tone Filter Type 222

The Filter They All Want

Most popular on the market! For use between set and speaker. Greatly improves speaker production by keeping direct current off of speaker windings. Almost a necessity on power sets when used with the average cone speaker. Made of the finest materials. Neat black case, very compact—will fit in back of most sets or beside speaker. Once installed you will wonder how you ever got along without it. Makes poor speakers good and good speakers better. Shipping weight, 4 lbs.

No. G-0354. Retail Price, \$8.00. **Your NET \$4.70**



Magnavox Dynamic Speakers

Latest Price List

Dynamic Units Only					Beverly Table Model				
No.	Model	Volts	Retail	NET	No.	Model	Volts	Retail	NET
2G-0178	6	6 D-C	\$30	\$17.64	2G-01150	61	6 D-C	\$50	\$29.40
2G-0179	7	110 D-C	30	17.64	2G-01151	71	6 D-C	50	29.40
2G-01154	80	110 A-C	40	23.52	2G-01152	801	110 A-C	60	35.28
Belvidere Screen Model					Aristocrat Table Model				
2G-01259	62	6 D-C	\$45	\$26.46	2G-0180	63	6 D-C	\$60	\$35.28
2G-01266	72	110 D-C	45	26.46	2G-0181	73	110 D-C	60	35.28
2G-01260	802	110 A-C	55	32.34	2G-01153	803	110 A-C	70	41.16
					Cordova Model				
					2G-01261	710	110 A-C	\$175	\$102.90

PRICES REDUCED!

Cunningham RADIO TUBES

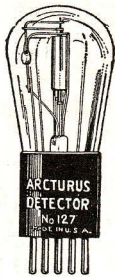
Since 1915 Standard
For All Receivers

AND RADIOTRONS

No.	Type	Use	Volts	Amps.	Retail Price	Your NET
G-0415	CX301A	Detector & Amplifier.....	5.	.25	\$1.40	\$0.89
G-0416	CX300A	Super-Sensitive Detector	5.	.25	3.50	2.23
G-0417	CX112A	Tone Quality	5.	.25	2.50	1.59
G-0418	CX371A	Volume Without Distortion....	5.	.25	2.50	1.59
G-0419	C299	Dry Cell Det. & Amp.....	3.3	.06	2.00	1.27
G-0420	CX299	Dry Cell Det. & Amp. Long Prong Base	3.3	.06	2.00	1.27
G-0421	CX120	Dry Cell Power Amp.....	3.3	.125	2.50	1.59
G-0422	C11	Dry Cell Det. & Amp.....	1.1	.25	2.50	1.59
G-0423	CX12	Same as C11, but with standard X base.....	1.1	.25	2.50	1.59
G-0426	CX310	Power Amplifier and 60 Ama- teur Transmitter	7.5	.125	9.00	5.73
G-0427	CX340	Hi-Mu Tube	5.	.25	2.00	1.27
G-0428	CX374	Voltage Regulator	4.75	3.03
G-0429	C376	Ballast Lamp	6.50	4.14
G-0430	C377	Protective Tube	1.75	1.12
G-0431	CX326	A-C Amplifier	1.5	1.05	2.00	1.27
G-0432	CY327	A-C Detector	2.5	1.75	3.00	1.91
G-0433	CX380	Full Wave Rectifier.....	5.	2.0	3.50	2.23
G-0434	CX381	Half Wave Rectifier.....	7.5	1.25	7.25	4.62
G-0435	CX322	Shielded Grid	3.3	.132	6.50	4.14
G-0436	CX350	Plate Amplifier 450 volts	7.5	1.25	11.00	7.01

We reserve the right to ship either Cunningham or Radiotron tubes, whichever we have in stock at the time your order is received. These tubes are both made by the General Electric Co. in the same factory for Cunningham and Radiotron labels.

ARCTURUS AC TUBES Type 127 A-C Detector Heats in 10 Seconds



Indirectly heated cathode 2.5 Volt Detector and Amplifier Filament current 1.75 amps. Heats in 1/2 to 1/3 the time ordinarily required. World-wide record for long life and efficiency.
No. G-04150. Retail Price, \$3.00.
Your NET.....\$1.76

Type 126 A-C Amplifier

Recommended for use with Arcturus 127 Detector and 071 Power Amplifier. Gives tremendous volume, better reception and selectivity, and quicker action. Volts, 1.5. Amps., 1.05.
No. G-04182. Retail Price, \$2.00.
Your NET.....\$1.18

Type 071 Power Amplifier

For maximum, undistorted volume and tone quality. Gives humless reception and increased selectivity. Volts, 5.0. Amps., 0.5.
No. G-0407. Retail Price, \$2.50. Your NET.....\$1.47

Type 180 A-C Heater Full-Wave Rectifier

New and advanced rectifier electrically and mechanically perfect. Long Life. Volts, 5.0. Amps., 2.0.
No. G-04185. Retail Price, \$3.50. Your NET.....\$2.06

Type A-C 26 Detector

Designed to meet the rigid requirements of detector circuits. May be used as an amplifier.
No. G-0490. Retail Price, \$5.00. Your NET.....\$2.94

Type A-C 28 Amplifier

May be used in all amplifying systems, transformer, resistance, impedance and double impedance couplings.
No. G-0491. Retail Price, \$4.00. Your NET.....\$2.35

Power Type A-C 30

An ideal power tube for home reception.
No. G-0489. Retail Price, \$4.00. Your NET.....\$2.35

Type 32 A-C Hi-Mu 4 Prong

No. G-04184. Retail Price, \$4.00. Your NET.....\$2.35
Type 22 A-C Shield Grid
No. G-04183. Retail Price, \$7.50. Your NET.....\$4.41

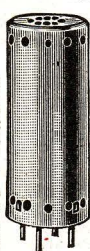
SHIELDPLATE Tubes SP-122

Shielded plate amplifier for A-C or D-C sets. Non-oscillating and non-critical. Has amplification constant of 175 more than 10 times ordinary 201A tubes. Filament rating 133 amps. at 3.3 volts. Maximum plate voltage 135. May also be used in resistance or transformer coupled audio amplifiers.
No. G-0492. D-C Shield Plate Tube.
Retail Price, \$6.50.
Your NET.....\$3.82



ELKON 5000-Hr. Dry Rectifier

Replaces fragile 1000 hour tube. Plug in the 5000 hour Elkton EBH and the change is made. Sturdy, solid, dry; not affected by accidental overloads or line surges; self-healing. Power is smoother, quieter.
No. G-04166. Type EBH (for "B" Eliminators using Raytheon BH Tube).
Retail Price, \$6.00.
Your NET.....\$3.53



Raytheon Tube

No. G-0453. Type B-R. Output 125 mls. Retail Price, \$4.50.
Your NET.....\$2.65

Sylvania TUBES

Prices Reduced!

Manufactured by a million dollar corporation that has been in business for decades producing electric lamps and radio tubes. Sold on an absolute guarantee of customer satisfaction—backed by a policy of full replacement. Nationally known: "Tune in the Sylvania Foresters every Wednesday Nite."



No.	Type	Volts	Amps.	Retail Price	Your NET
G-04211	Type SX-226 A-C Amplifier.....	1.5	1.05	\$2.00	\$1.18
G-04212	Type SY-227 A-C Detector.....	2.5	1.75	3.00	1.76
G-04213	Type SX-222 Shield Grid.....	3.3	0.132	6.50	3.82
G-04214	Type SY-222 A-C Shield Grid.....	2.5	1.75	6.50	3.82
G-04215	Type SX-281 Half Wave Rectifier.....	7.5	1.25	7.25	4.26
G-04216	Type SX-200 A Detector.....	5.0	0.25	3.50	2.06
G-04217	Type SX-171 A Power Amplifier.....	5.0	0.25	2.50	1.47
G-04218	Type SX-112 A Power Amplifier.....	5.0	0.25	2.50	1.47
G-04219	Type SX-210 Power.....	7.5	1.25	9.00	5.29
G-04220	Type SX-280 Full Wave Rectifier.....	5.0	2.0	3.50	2.06
G-04221	Type SX-201 A Amplifier.....	5.0	0.25	1.40	.82

SONATRON Radio Tubes



PRICES REDUCED!

"World's Largest Radio Tube Line"

There is a SONATRON Tube for every radio use. And, you may always be sure of the maximum service from every Sonatron.

A Real Guarantee

Any Sonatron Tube will be replaced free of charge as long as the filament lights. No questions, no red tape.
This is the most liberal, fair tube guarantee ever made.

New X171 A-C

Super quality tube for last A. F. Stage. Has special oxide coated filament that draws 3/4 ampere. On a actual life test, it has burned 2,000 hours. Posi-



tively gives greater volume with clarity. A very popular tube for the new A-C Sets. Fil. volts, 5; fil. amps., .75; plate, 90 to 180 volts; grid, 16 1/2 to 40 1/2 volts.

No. G-04168. Retail Price, \$3.50.
Your NET.....\$1.73

The Long Life A-C Tubes

On extended tests proven to be the best in the market. Thousands of them in use everywhere. Play safe with Sonatrons! Special filament construction insures long life.

New Y227 Detector and Amplifier

Heater type with 5-prong base. Heater volt., 2.5; heater amp., 1.75; plates, 180 D-C volts max.
New quick-heating detector tube.
No. G-04117. Retail Price, \$3.00.
Your NET.....\$1.47



X226 Amplifier

For R. F. stages. Standard 4-prong base. Fil. volts, 1.5; fil. amp., 1.05; plate, 180 volt. D-C max.

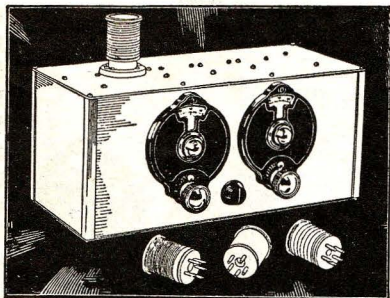
No. G-04105. Retail Price, \$2.00.
Your NET.....98c



Other Sonatron Tubes

PRICES REDUCED!

No.	Type	Volts	Amps.	Retail Price	Your NET
G-04103	171 Power Amplifier.....	5.0	0.5	\$2.50	\$1.23
G-04102	171 A Power Amplifier.....	5.0	0.5	2.50	1.23
G-04101	112 Power Amplifier.....	5.0	0.25	2.50	1.23
G-04100	112 A Power Amplifier.....	5.0	0.25	2.50	1.23
G-04099	200 A Power Detector.....	5.0	0.25	3.50	1.72
G-04098	210 Power Amplifier.....	7.5	1.25	9.00	4.41
G-04097	150 Power Amplifier.....	7.5	1.25	11.00	6.47
G-04096	222 A-C Shielded Grid.....	2.5	1.75	7.00	4.12
G-04095	401 A-C Top Connection.....	3.0	1.05	5.00	3.19
G-04094	201 A General Purpose.....	5.0	0.25	1.40	.69
G-04093	201 B 1/2 Ampere.....	5.0	0.125	3.00	1.76
G-04092	M U 20.....	4.00	1.96
G-04091	M U 30.....	4.00	1.96
G-04090	M U 6.....	4.00	1.96
G-04089	M U 240.....	6.50	3.82
G-04088	280 Rectifier.....	5.0	1.0	3.50	1.72
G-04087	281 Rectifier.....	7.5	0.75	7.25	3.55
G-04086	85 Mil. (Gaseous).....	4.50	2.21
G-04085	X199 Dry Cell Tube.....	3.0	0.06	2.00	.98
G-04084	V199 Amplifier-Detector.....	3.0	0.06	2.00	.98
G-04083	V199 A Amplifier-Detector.....	3.0	0.06	2.00	.98
G-04082	12 Amplifier-Detector.....	1.5	0.25	2.50	1.23
G-04081	X120 Amplifier-Detector.....	3.3	0.125	2.50	1.23



SM

Have you had your taste of the "thrill band," the wavelength band from 17 to 200 meters? Down on these low waves are the foreign broadcasters—English 5SW with Colonial programs, Dutch, French, German and other re-broadcast programs. Down there you'll find KDKA, WGY, WLW, with true

low wave rebroadcast that you can hear when static blankets out their regular waves. And television—it's on the low waves that you hear the musical sing-song that means the transmission of living pictures! In the "thrill band," you can hear amateurs in every continent, in almost every country.

S-M "Round the World" short wave receiver kits build up into such neat, trim, snappy short wave sets that you just can't help getting the thrill of your life as you tune one. And—they have all the advantages of screen grid R. F. amplification, and one dial tuning, new Clough high gain audio amplification with S-M 255 and 256 audios, and complete shielding cabinets!

730 "Round the World Four" is a complete four tube non-radiating short wave receiver kit with aluminum shielding cabinet. It has one screen grid R. F. stage, a regenerative, non-radiating detector and two high gain Clough audio stages. It tunes from 17.4 to 204 meters with four 131-type plug-in coils. The 730 Round the World Four Screen Grid Short Wave Receiver has been credited by experts to be unique in its field. In laboratory tests it has proved itself to be of unquestionably superior power. To both the amateur and the professional lover of radio it will bring a new meaning and appreciation

THE PEOPLE WANT SHORT WAVE SETS! Sell S-M "730 Round-the-World Four"

of the foreign stations. With countries of Europe planning even greater things in the radio field, desirability of having a set of this caliber is quite apparent. Certainly, in our opinion, no set is better qualified to receive the distant and foreign stations. With reasonable care this set will bring in practically all the better known low wavelength stations in this country and the old.

The 731 "Round the World Adapter" is the two-tube R. F. amplifier and detector less the two stage A. F. amplifier of the above set. With an adapter plug, it converts any set to long-distance short wave reception, and is ideal for television reception.

732 "Round the World" Essential Kit contains the new tuning and tickler condensers, four plug-in coils for 17.4 to 204 meters, a coil socket, and three R. F. chokes, with full instructions for building a one, two, three or four tube short wave set.

730 Round the World

730 Round the World Four Kit — Complete kit, factory packed, with aluminum cabinet. Shpg. wt., 11 lbs.

No. 2G-3643.

Retail Price, \$51.00.
Your NET.....**\$29.99**

730 Factory Wired with cabinet.

No. 2G-36137.

Retail Price, \$66.00.
Your NET.....**\$38.81**

731 R-T-W Adapter

731 Round the World Four Adapter — Complete, factory packed kit, with aluminum cabinet. Shpg. wt., 8 lbs.

No. 2G-3644.

Retail Price, \$36.00.
Your NET.....**\$21.17**

731 Factory Wired, with cabinet.

No. 2G-36138.

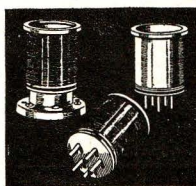
Retail Price, \$46.00.
Your NET.....**\$27.05**

732 R-T-W Kit

732 Round the World Essential Kit — Complete, factory packed kit as described above. Shipping wt., 3 lbs.

No. 2G-3645.

Retail Price, \$16.50.
Your NET.....**\$9.70**



S-M MIDGET Short Wave Plug-In Coils

Plug into 5 prong socket. Winding space 1½ in. long by 1½ in. diameter. 1/16 in. slot at bottom. Range indicated is when used with .00014 condenser.

No. G-16102. S-M

131-U Coil, 31 to 58 meters.

No. G-16103. S-M 131-V Coil, 57 to 110 meters.

No. G-16104. S-M 131-W Coil, 104 to 204 meters. Retail Price, \$1.25.

Your NET.....**73c**

New S-M Midget Plug-In Coils for Broadcast Band

No. G-1611. S-M 131X Coil, 190 to 358 Meters. Retail Price, \$1.25. Your NET.....**73c**

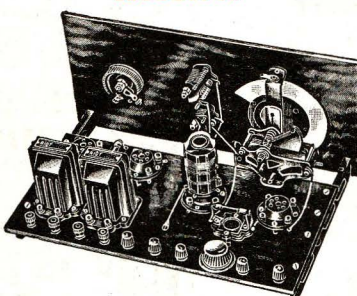
No. G-1612. S-M 131Y Coil, 344 to 647 Meters. Retail Price, \$1.50. Your NET.....**88c**

Unwound Coil Forms

No. G-4699. S-M 130-P Coil Form—Unwound, smooth. Retail Price, 65c. Your NET.....**38c**

No. G-16100. S-M 131T Coil Form—Unwound, threaded with 98½ threads. Retail Price, 65c. Your NET.....**38c**

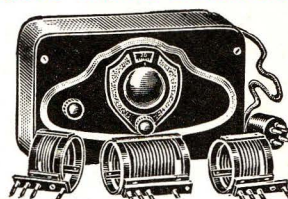
Pilot "Wasp" Short Wave Receiver



An efficient, easily assembled, and inexpensive short wave receiver. The kit for this three tube set is furnished complete, including the five plug-in tuning coils covering the range of 15-500 meters. Recommended for the man who wants to try out the short waves with an inexpensive receiver, and who likes to "roll his own."

No. 2G-3699. Retail Price, \$33.50. Your NET.....**\$19.70**

AERO Factory-Built Short Wave Converter



This converter employs a new, revolutionary principle, and will not "motorboat" or hum on any A-C receiver. Furnished in both A-C and D-C models, and comes complete, factory wired and tested, with coils covering the short wave lengths. The metal shielding case in golden-brown crackle finish. Requires only about 15 seconds to convert your broadcast receiver into a short wave set. Size of cabinet on both models is 5½x9x2½.

No. 2G-3607. Aero Model A, A-C Converter.

No. 2G-3608. Aero Model D, D-C Converter.

Retail Price, either model, \$25.00. Your NET.....**\$14.70**

AERO "INTERNATIONAL" Short Wave Receiver

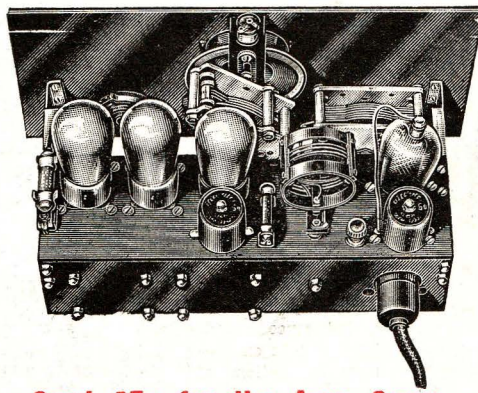
The first receiver designed exclusively for short wave use. In it are incorporated all the improvements that radio science has to offer. The assembler will find it a true and sensitive short wave receiver.

Employs one stage of aperiodic shield grid amplification. A 4 tube set with only one tuning control. Covers all short wave lengths. The new Aero audio transformers are a type hitherto used only in broadcast amplifiers. Single tuning dial back of engraved silver escutcheon panel 7x14 in. Volume control not too critical. Complete to last screw and nut in a factory sealed kit. Full assembly instructions.

Engineering experts acknowledge it to be of exceptionally accurate and true construction; as perfect a receiver as can be found for the money asked.

The accompanying assembly instructions are complete and full, the minutest detail of assembling is given, so that the time needed for assembling is cut to the minimum. Uses one 171, one 222, and two 201A tubes.

No. 2G-3670. Aero Kit 8. Retail Price, \$55.30. Your NET **\$32.52**



Send 25c for the Aero Green Book—showing all Aero circuits.

New SHURE "Globe-Circling 4" a 4-Tube Screen Grid Receiver of Exceptional Power and Range

Factory Wired Complete

Now and then the engineers bring out of the laboratories a really amazing receiver. One that does spectacular things, does them well and consistently. Such a set is this new "Globe Circling 4." It is primarily a short wave receiver, but by the use of plug-in coils may be stepped up to the regular broadcast wave lengths. This receiver is the result of two years of almost constant experiment and development by a very accomplished and persistent radio engineer. We count ourselves fortunate in having the privilege of joining with him in the distribution of this fine little receiver.

Pick up all the short wave programs in this country as well as code. Travel into foreign countries with its power and get the thrill of far away programs in strange tongues! It's a fascinating pastime, this "DXing" for foreign stations. Clear, sweet toned reception not obtainable on the usual broadcast band.

Like all good things, it's simple. Employs one stage of screen grid radio frequency amplification, aperiodic, regenerative detector and two stages of audio. The wavelength range is 18 to 120 meters, but may be varied with interchangeable coils as listed below. One tuning dial, one regeneration dial; detector rheostat with filament switch. Cabinet is 12 gauge aluminum, satin finished, with rubber feet; size, 10½ in. long, 6 in. high, 5 in. deep. The coils used are noteworthy being the most efficient because of their confined field and low loss construction; space wound enameled wire, self supporting and only 1½ in. in diameter. Easy working coil plugs.



The tubes and voltages required are: One 222 Screen grid, two 201A and one 112A. 6 volts "A," B—, B+45 and B+135, C—, C+4½ and C+9 volts. Clearly marked for cable connections.

No. G-36141. "Globe Circling 4" Short Wave Receiver, wired complete with three coils with range 18 to 120 meters.

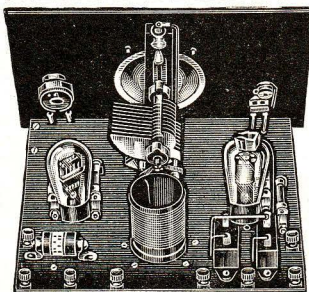
Retail Price, \$56.00. Your NET..... **\$32.90**

No. G-36142. Two-Tube Short Wave Converter same as above except no audio; has adaptor plug for fitting detector socket of your broadcast receiver.

Retail Price, \$49.00. Your NET..... **\$28.81**

PRICE LIST EXTRA COILS

No. G-16203. Type 1319, 13 to 19 meters.	\$1.62
Retail Price, \$2.75. Your NET.....	
No. G-16204. Type 12020, 120 to 200 meters.	1.62
Retail Price, \$2.75. Your NET.....	
No. G-16205. Type 20035, 200 to 360 meters.	1.62
Retail Price, \$2.75. Your NET.....	
No. G-16206. Type 35060, 350 to 600 meters.	1.76
Retail Price, \$3.00. Your NET.....	

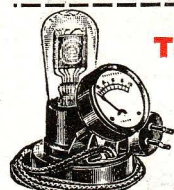


tube in first stage improves sensitivity over plain regenerative detector type. Also prevents radiation. Shielding is unnecessary. Four easily interchangeable coils cover band of 100 to 14 meters. Regular 200-600 meter coils may be obtained.

NATIONAL Screen Grid Short Wave Receiver

To hear very many more stations, and for experimental television and long distance short wave reception. It is not uncommon to get broadcasts from ANE at Java, 3LO at Melbourne, 5SW at London, PCJJ in Holland, etc. Static and fading become negligible factors. Foundation unit design of this receiver makes efficient layout with but few connections to complete assembly. The 222

Parts to Build This Receiver	
1 National Foundation Unit. Includes Westinghouse Mica panels, sockets, grid-leak and R. F. Choke Mounts, completely drilled, ready to assemble.....	\$ 7.25
1 National Dial, Type E with Type 28 Illuminator.....	3.25
1 National Cond. Short Wave Type, 125 Mfd.....	4.50
1 National Transf. Coil. 4 Coils are required to cover the range of 15 to 100 meters.....	10.00
1 Molded Mica Cond. .001 Mfd.....	.50
1 Molded Mica Cond. .00025 Mfd.....	\$.40
2 By-pass Cond. .5 Mfd. @ \$1.00.....	2.00
1 By-pass Cond. 1.0 Mfd.....	1.25
1 Electrad Royalty Resistor No. 1.....	1.50
1 Lynch Equalizer No. 2.....	1.00
1 Lynch Equalizer No. 15.....	1.00
1 Gridleak—6 megohms.....	.50
1 Yaxley Filament Switch.....	.50
8 Eby Binding-Posts.....	1.20
No. 2G-36108. Complete factory packed Kit with instructions. Retail Price, \$36.00.	
Your NET.....	\$21.17



Test Tubes at Home with a Readrite Checker

Contains Milliammeter. Tests quickly plate current of all tubes. Grid switch connects to positive and negative filament. Difference in readings shows condition of tube on simple reference table on bottom of tester. Dependable and accurate.

No. G-2295. Type A. Retail Price, \$3.00. Your NET..... **\$1.76**

Readrite AC Panel Meters
Nickel finish case 2½ in. diameter.
No. G-2250. 0-6 Volts.
No. G-2251. 0-10 Volts.
No. G-2252. 0-15 Volts.
Retail Price, \$2.50. Your NET..... **\$1.47**

DC Panel Meters
No. G-2243. 0-8 Volts.
No. G-2244. 0-6 Volts.
Retail Price, \$1.00. Your NET..... **59c**
No. G-2245. 0-100 Volts.
Retail Price, \$1.25. Your NET..... **73c**
No. G-2249. 0-8-100 Volts.
Retail Price, \$1.75. Your NET..... **\$1.03**

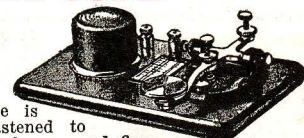
Readrite Milliammeters
No. G-2247. 0-10 M.A.
Retail Price, \$1.75. Your NET..... **\$1.03**
No. G-2248. 0-25 M.A.
No. G-2262. 0-50 M.A.
No. G-2263. 0-100 M.A.
Retail Price, \$1.00. Your NET..... **59c**

Readrite Plug-in Line Voltmeter
Shows A-C or D-C line voltage. Tips fit standard electric receptacle. 0-150 Volts.
No. G-2261. Retail Price, \$3.00. Your NET..... **\$1.76**

"LEARN THE CODE" Genuine SIGNAL Code Practice Set

Just the instrument for those who want to learn the code. The code is printed on a little brass plate fastened to base. Equipped with high frequency buzzer and fine quality key.

No. G-4104. Retail, \$3.40. Your NET..... **\$2.19**



MICROPHONES AT A PRICE!

Solid back carbon type. Reproduce faithfully voice and musical frequencies over full range. Designed for amateur radio fans and general apparatus work. Equipped with cords. Extremely sensitive and rugged in construction.

No. G-4101. (Frost 155.) Hand Microphone.	\$3.53
Retail Price, \$6.00. Your NET.....	
No. G-4102. (Frost 159.) Desk Microphone.	5.14
Retail Price, \$8.75. Your NET.....	
No. G-4103. (Frost 157.) Pony Arm Microphone for panel or wall mount. Retail Price, \$4.50.	\$2.65
Your NET.....	

See Our 1929 General Catalog FOR A COMPLETE LISTING OF SHORT WAVE APPARATUS

Pages 63 to 65 and 44 to 48 in Discount Sheet

TEST ANY TUBE

or Circuit
with a
Readrite
Analyzer

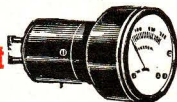


Contains nine meters fitted in tip jacks 0.50 0-500, 0-8 D-C, 0-15 0-6, 0-150 0-100 Volts-meters and 0-10, 0-100, 0-300 Milliammeters, in black metal case with leather handle size 7x10x4 in. high. Has four meter tube tester connected with 5-foot cord, plus and adapters. Also 5-foot polarity cable with tips for special test meter. Power rheostat, grid switch, 4 and 5 prong sockets with interchangeable meters all on marked Bakelite panel.

No. G-2293. Retail Price, \$35.00. Your NET.. **\$20.58**

BEEDE

Socket Test Meter



Tests accurately where tests should be made—directly on the tube contacts. Merely remove tube and insert meter. Checks losses, indicates faults in circuits.

No. G-2239. Type 50 Plate Voltage Meter, 0-300 Volts. For all A-C or D-C sets. Retail Price, \$3.00. Your NET..... **\$1.76**

No. G-2240. Type 60 A-C Filament Meter for any A-C tube, 0-7½ Volts. Retail Price, \$2.50. Your NET..... **\$1.47**

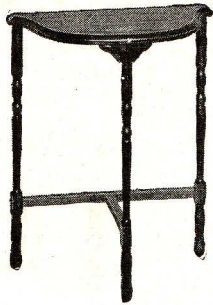
No. G-2241. Special Adapter for 5 Prong Detector Tube Socket. Retail Price, 90c. Your NET..... **53c**

No. G-2256. Grid Bias Meter, 0-50 Volts. For checking "C" voltage. Retail Price, \$3.00. Your NET..... **\$1.76**

Newest Designs

NOVELTY FURNITURE

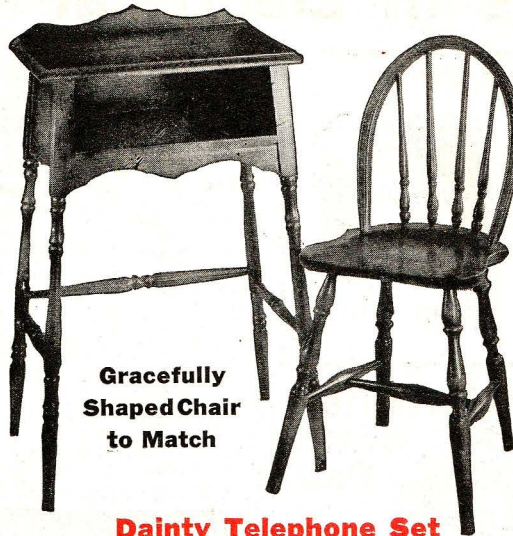
Amazing Values



Beautiful Decorated End Table

May be used for magazines, cards, a decorative lamp, or as a tea table. A new, modern design so constructed that it may be dismantled for moving. Stands 24½ inches high. Top, 11x21½ in. Made in the popular brown mahogany finish, with tasteful floral decoration on top. Best of materials. Its many uses accounts for its wide-spread sales. Shipping wt., 15 lbs.

No. 1G-8000. Retail Price, \$2.75. Your NET.....**\$1.62**



Gracefully Shaped Chair to Match

Dainty Telephone Set

Spacious compartment for telephone books. Base of figured gum; top of five-ply figured American Walnut. Beautiful Windsor type chair. Furnished in shaded walnut or dull mahogany; also black with gold shading. Shipped set up. Top, 19 in. x 13 in. Height, 32 in. Packed one to a carton. Shipping weight, 20 lbs.

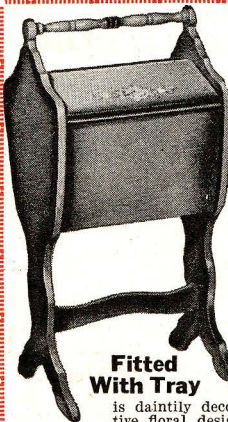
No. 1G-8047. Walnut Finish. No. 1G-8048. Mahogany Finish. No. 1G-8049. Black and Gold Finish. Any Finish Listed Above. Retail Price, \$20.00. Your NET.....**\$9.88**



Combination Sewing Cabinet and End Table

Ample room on top for books, candy, or a lamp. Large roomy compartment for keeping sewing sundries handy and neat. Has well designed removable and partitioned tray for needles, pins, tape, etc. Made of seasoned hardwood in choice of three finishes with neat floral decorations and striping. Top, 12x24 inches; height, 24½ inches. Well constructed of best materials. Shipping weight, 30 pounds.

No. 1G-8012. Walnut Finish. No. 1G-8013. Red Lacquer Finish. No. 1G-8014. Green Lacquer. Any finish listed above. Retail Price, \$8.00. Your NET.....**\$4.98**



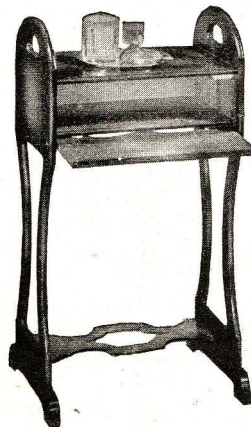
Modern Priscilla Sewing Cabinet

A decorated piece that keeps sewing material together and can be carried to convenient place for sewing. Handy, neatly turned handle. So graceful in design and attractive in appearance that women respond instantly to its beauty.

Made of choice hardwood with special five-ply ends. Each lid is daintily decorated in an attractive floral design. Inside is a removable divided tray for needle, thread, thimble, etc. Height, 19½ inches; width, 12 inches.

Not to be confused with cheaply made and finished sewing cabinets of this design. Shipping wt., 10 lbs.

No. 1G-8007. Early American Walnut Finish. No. 1G-8008. Chinese Red Lacquer Finish. No. 1G-8009. Apple Green Lacquer Finish. Any finish listed above. Retail Price, \$6.00. Your NET.....**\$3.85**



Handy Smoking Stand

Keeps all the smoking articles together. Can be moved next to the easy chair when smoking. No jumping up for matches, ash trays, etc.

Made of figured gum; lacquer finish throughout in shaded walnut color. Can also be had in Red, Green, Mahogany, Black with Gold shading. Specify finish in ordering. Equipped with beautiful smoking set. Shipped set up. Packed one to a carton. Shipping weight, 10 lbs.

No. 1G-8050. Walnut Finish. No. 1G-8051. Red Lacquer Finish. No. 1G-8052. Green Lacquer Finish. No. 1G-8053. Mahogany Finish. No. 1G-8054. Black and Gold Finish. Retail Price, \$12.50. Your NET.....**\$6.30**

Book Trough and Magazine Rack

A most useful and popular piece. Abundant space for both books and magazines. Book trough on top with 4 magazine compartments below. Well seasoned hardwood with 3-ply panels. Securely blocked and glued joints. Rich floral decoration on sides. Height, 27½ inches; width, 12½ inches; depth, 11 inches. Choice of colored lacquer or antique finish as listed. Shipping weight, 12 pounds.

No. 1G-8004. Early American Walnut Finish. No. 1G-8005. Chinese Red. No. 1G-8006. Apple Green. Any finish listed above. Retail Price, \$6.50. Your NET.....**\$3.92**



New End Table and Book Rack

Useful and beautiful in any home. Ample room on top for current books and space in trough below for other favorites. Made of figured gum. Lacquer finish throughout in shaded walnut color. Can also be had with drop carving on top at same price. Shipped set up. Top, 24 in. x 12 in. Height, 24 in. Packed one to a carton. Shipping weight, 14 lbs.

No. 1G-8055. End Table and Book Rack—Walnut Finish—Plain. Retail Price, \$7.75. Your NET.....**\$4.10** No. 1G-8056. End Table and Book Rack—Walnut with drop carving. Retail Price, \$7.75. Your NET.....**\$4.10**

Combination End Table and Magazine Basket

Ideal for the constant reader. Keep it beside the easy chair! Trough holds the favorite magazines and top will hold the current books. A handy as well as a beautiful piece of furniture. Made of choice seasoned hardwood. Top, 12x24 in.; height, 24½ inches. Five-ply end construction. Sturdy and well constructed. Shipping wt., 25 lbs.

No. 1G-8010. Early American Walnut Finish. No. 1G-8011. Chinese Red Lacquer Finish. No. 1G-8012. Apple Green Lacquer Finish. Any finish listed above. Retail Price, \$7.00. Your NET.....**\$4.56**



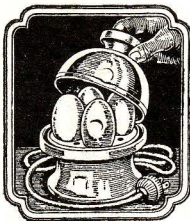
Our Leaders In Electrical Appliances

Hankcraft Electric Egg Cooker

Practical! Efficient!

Boils 4 eggs automatically by electricity in live steam right at your table! Eggs cooked exactly as you like them. Everything is simple and automatic-self timing. No wait for hot water. Starts in 5 seconds. Operates on principle of passing electric current through water using 2, 3 or 5 teaspoonfuls as a timing factor for soft, medium or hard boiled eggs. When water is gone, eggs are done and current is shut off. Eggs are cooked evenly throughout. That's why they taste so good. This egg cooker is easily cleaned. Has no coils to burn out and no moving parts. Should last a lifetime.

No. G-56123. Retail Price, \$5.50. **\$3.77**
Your NET.....



TOASTERS

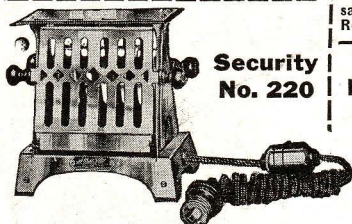
That Will Last!

Reversible Toaster

Two reversing mechanisms, one at each side, turn toast quickly and easily without touching it. Toasts two extra large slices. Ventilated top. Genuine nichrome mica insulated elements. Push through switch. Cushioned legs. Highly polished nickel finish. Cord and plug. For 110-125 A-C or D-C. Shpg. wt., 3 lbs.



No. G-5676. Model 229. Retail Price, \$5.00. **\$3.18**
Your NET.....



Security No. 220

Reversible Toaster

The only combination straight and reversible toaster made. Its patented construction enables user to inspect bread while toasting with but one operation. When first side is done, bread may be reversed without touching it and scorching fingers. Made of heavy steel stampings brightly nickel-plated. Element will sag or get out of line and is practically indestructible. Equipped with convenient table switch, 6 ft. silk covered heater cord and 2 piece attachment plug. Fully guaranteed for 1 year.

No. G-56100. Retail Price, \$4.50. **\$2.65**
Your NET.....

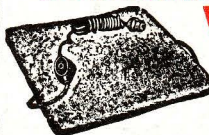


Perfection Percolator

A full 9 cup size percolator of pure heavy gauge aluminum and highly polished. The style as illustrated is the most popular paneled style percolator ever designed. This percolator operates on the hot water principle, endorsed by all leading Coffee Authorities. The element is made with the finest grade of nichrome wire and encased in heavy armored plates that keep the coffee warm hours after the current is shut off. The element is covered by a written guarantee for one year. Shipping wt., 5 lbs.

No. G-5604. Retail Price, \$2.50. **\$2.50**
\$4.25. Your NET.....

Comfortable Warm Pad!



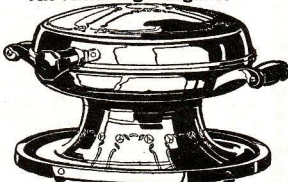
Every day the demand for good heating pads is becoming greater and greater. Everywhere people are discarding their old hot water bottle for this most useful heating device. It is a quality pad through and through. An extra fine full size 3 heat pad. Measures 12x15 inches. Covered with fine quality of eiderdown. Controlled by 3-heat switch. Equipped with safety thermostat to prevent overheating. Element of genuine nichrome wire. Only quantity production makes its low price possible. Endorsed by American Medical Association and Good Housekeeping Magazine.

No. G-5601. Security 3 Heat Pad. Retail Price, \$7.25. **\$4.26**
Your NET.....

No. G-5689. Single heat pad with safety thermostat. Retail Price, \$3.25. **\$1.91**
Your NET.....

Delicious Waffles!

HOLD-HEET Waffle Iron
Beautiful DeLuxe Model
An Amazing Bargain!



Most beautiful waffle iron made. A whirlwind seller! Designed by a famous artist. Makes full size, large, delicious waffles. Drip catcher on edge of plates. Base acts as tray and drip catcher. Cast aluminum plates—no grease required. Octagonal ebonzoid handles. Heavy brass shell richly etched and nickel plated. Base 9 1/4 in. Shipping wt., 13 lbs.

No. G-5626. Retail Price, \$7.06. **\$7.06**
\$12.00. Your NET.....



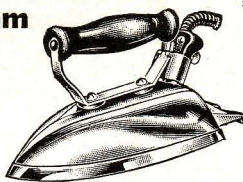
SECURITY Colonial Percolator

No expense has been spared to make this as fine a percolator as it is possible to produce. Pure 18 gauge quality aluminum polished to a beautiful luster. Graceful rich looking colonial style. Full 9 cup capacity. Element of extra heavy construction keeps coffee hot hours after current is shut off. Operates on approved hot water principle to make perfect coffee. Complete with 6 ft. cord and plugs.

No. G-5690. Retail Price, \$4.46. **\$4.46**
\$7.00. Your NET.....

A Real Value!

Stream Line Flat Iron



Stream line, full vision, tapered point, perfect balance, heel rest—these are some of the points of superiority of this fine iron. Full 6-pound weight. Mirrored nickel finish. Finest quality heating element. A beautiful, rugged iron of the most advanced design. Thousands in use. Plug guard. Asbestos covered cord and heavy plugs. For 110-125 volts A-C or D-C. Shipping wt., 7 lbs.

No. G-5675. Model 247. Retail Price, \$5.00. **\$1.81**
Your NET.....



WHITE CROSS Electric Table Stoves

A quarter of a million now in use! The result of 38 years of experience in this field—the most highly developed on electric stoves. Guaranteed nichrome heating elements afford highest degree of cooking speed. They heat up quickly. Draws only 5 amperes at each burner. Two separate control switches. Frame made of sheet steel, triple black enameled with nickel plated legs. Size 9x18x5 1/2 inches. Each burner operates independently or both together. Cord and plug. Shipping wt., 10 lbs.

No. G-5667. Retail Price, \$2.87. **\$2.87**
\$4.50. Your NET.....

No. G-5678. Same in Single Burner size, 9x9x5 1/2 inches; shipping wt., 5 lbs. Retail Price, \$2.80. **\$1.78**
Your NET.....

No. G-5668. 3-Burner Size 9x27x 5 1/2 inches; shipping wt., 12 lbs. Retail Price, \$8.00. **\$5.10**
Your NET.....

BURGESS Vest FLASHLIGHT Pocket

Not a Toy!
Thousands Sold

Genuine Burgess 8 n a p-Lite. A real flashlight, yet measures only 2 3/4 x 1 3/8 x 3 3/4 inches. Snaps on and off by raising reflector lid.

Handiest kind of flashlight for use around radio sets. Complete with battery and bulb.

No. G-5727. Retail Price, 26c. **26c**
39c. Your NET.....

ESKIMO Kitchen Mechanic

Many Uses in Every Home
Most popular electric household utility ever devised. Thousands sold every week. Ideal for mixing drinks, mayonnaise and dressings, whipping cream, beating eggs, and performs many other operations formerly done by hand. Finished in gray with white enameled handle; nickle-plated trimmings. Looks neat, clean, beautiful. Lifetime universal motor for 110 volts. A-C or D-C. Adjustable stand. 7-Foot cord, toggle switch and plug. Shipping wt., 8 lbs.

No. G-5662. Retail Price, \$4.46. **\$4.46**
\$7.00. Your NET.....

Pop-Corn By Electricity!

Place the corn in the popper, turn on electric current and in a few minutes it will turn out fresh, crisp, fluffy kernels, the most delightful pop-corn you have ever tasted.



Height, 10 inches; width, 7 1/2 inches. Nichrome heating element mounted in a porcelain insulator. Will last indefinitely. One of the most popular electrical appliances ever introduced. Ship. wt., 3 lbs. No. G-5672. Model 990. Retail Price, \$2.50. **\$1.60**
Your NET.....

Universal Replacement Element

For use in all irons using a flat pressure plate element. Resistance of first grade nichrome hand wound on and faced with clear A1 Mica.

No. G-5613. Retail Price, \$1.00. **64c**
Your NET.....

FIT-ALL PLUG



Made to fit all standard makes of electric irons, toasters, percolators and other table appliances.

No. G-5612. Fit-All Plug. Retail Price, 20c. **13c**
Your NET.....

Heater Element

Fits all standard makes of heaters using Edison Base.

No. G-5610. Heater Replacement. Retail Price, \$1.00. **64c**
Your NET.....



FIT-ALL Cord Set

Made of high grade heater cord. 6 feet long. Individually boxed.

No. G-5611. Retail Price, 60c. **38c**
Your NET.....

Switch Plug Cord Set

Same quality cord set as above but with snap it Toggle appliance plug.

No. G-5909. Switch Cord Set. Retail Price, \$1.00. **57c**
Your NET.....



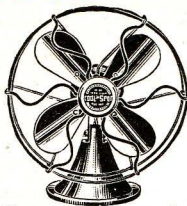
Genuine ~~SIGNAL~~ Fans

KEEP COOL WITH COOL SPOT!

SIGNAL Cool-Spot

Low in price, but not to be confused with ordinary cheap fans. Has a real motor with lots of pep and constructed for long life. An ideal small fan for home, office or any place where a good cool breeze is required. Full 8-inch brass, lacquered blades. Fitted with universal motor for 110-volt current, 25 to 60 cycle, A-C or D-C or 32 volts D-C.

No. G-5642. 110-Volt, 60 Cycle. Retail Price, \$5.50. Your NET..... **\$3.77**
No. G-5653. 32-Volt D-C. Retail Price, \$6.50. Your NET..... **4.46**

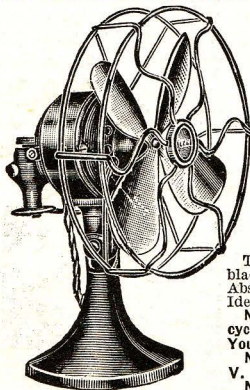


SIGNAL Cool-Spot Jr.

A real honest to goodness air circulator at a low price. 6 1/2-inch lacquered blades, cast base, felt bottom that stops creeping, and a 6-ft. cord. Equipped with an efficient universal motor.

No. 2G-56134. 110 volt A-C - D-C (60 cycle). Retail Price, \$3.95. Your NET..... **\$2.71**
No. 2G-56135. 32 volt D-C only. Retail Price, \$4.75. Your NET..... **3.26**

SPREAD THE BREEZE WITH AN OSCILLATOR



SIGNAL JR. Oscillator

Nine-inch brass lacquered blades. Two speed toggle switch. Eight-foot green silk cord with separable plug. Verdigris green lacquer finish. IMPROVED UNIVERSAL MOTOR.

No. 2G-5643. Type OS9. 110 volt A-C, 25 to 60 cycle or D-C. Retail Price, \$12.00. Your NET..... **\$8.23**
No. 2G-5644. Type OM9. 220 volt A-C, 25 to 60 cycle or D-C. Retail Price, \$13.50. Your NET..... **\$9.26**
No. 2G-5645. Type OL9. 32-volt, D-C only. Retail Price, \$13.50. Your NET..... **\$9.26**

SIGNAL 12 In. Oscillators

The acme of high-grade fans. 12 inch aluminum blades. Induction motor; no brushes. Three speeds. Absolutely quiet operation. Black all over finish. Ideal where large volume of air circulation is wanted.

No. 2G-56136. Type 121. 110 V. A-C. 50-60 cycles. Retail Price, \$26.00. Your NET..... **\$17.84**
No. 2G-56137. Type 124. 110 V. D-C. Retail Price, \$26.00. Your NET..... **17.84**
No. 2G-56138. Type 127. 32 V. D-C. Retail Price, \$27.50. Your NET..... **18.87**

SIGNAL 16 In. Oscillators

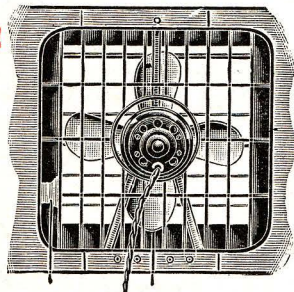
Same as above except that blades are 16 inches. The finest fan made where a tremendous rush of cool breeze is desired.

No. 2G-56139. Type 161. 110 V. A-C. 50-60 cycles. Retail Price, \$30.00. Your NET..... **\$20.58**
No. 2G-56140. Type 164. 110 V. D-C. Retail Price, \$30.00. Your NET..... **20.58**
No. 2G-56141. Type 167. 32 V. D-C. Retail Price, \$31.50. Your NET..... **21.61**

VENTILATE FOR BETTER HEALTH!

The modern way of ventilation. Light, easily moved and low in price. Changes the air in an average size room every five minutes. In the kitchen, it takes the fumes and steam from cooking, thereby saving the walls and keeping objectionable odors out of the house. In the office, it keeps the air clean and fresh, eliminating afternoon headaches and drowsiness. Saves its cost many times over a season. Equipped with fine quality 110-volt, 25 to 60 cycle A-C or D-C universal motor. Comes complete with shutter, adjustable from 24 to 37 inches. Finished in Olive Green Enamel. Shutter closes by pull of cord. Pull chain socket on fan. Shipping wt., 18 lbs.

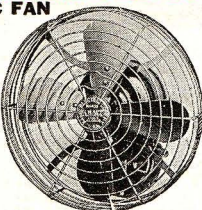
No. G-5641. Retail Price, \$18.00. Your NET..... **\$12.35**



FOR YOUR SEDAN ELECTRIC FAN

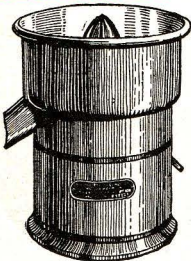
Sturdy little fan that will keep the inside of your car cool on the hottest days. Compact and simple to install. Handy off-and-on switch in base. Comes with 6 ft. silk covered taupe cord. Operates from storage battery in your car.

No. 2G-56142. 6 volt. French taupe finish. Retail Price, \$10.00. Your NET..... **\$5.88**
No. 2G-56143. 12 Volt. French taupe finish. Retail Price, \$10.00. Your NET..... **\$5.88**
No. 2G-56144. 6 volt. Satin silver finish. Retail Price, \$12.50. Your NET..... **\$7.35**
No. 2G-56145. 12 Volt. Satin silver finish. Retail Price, \$12.50. Your NET..... **\$7.35**



FRUIT JUICE EXTRACTOR

By SIGNAL
The Handiest Way of Preparing Those Tasty



Cool Summer Drinks

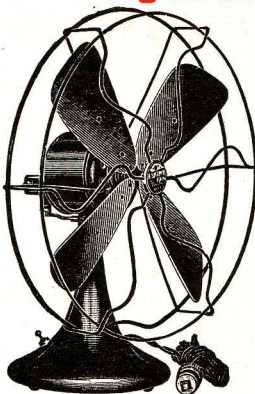
Designed to extract every drop of juice. Equipped with universal 110 volt 25-60 cycle motor, shockless toggle switch, aluminum cup and orange extracting cone.

No. 2G-56146. Fruit juice extractor. Retail Price, \$16.00. Your NET..... **\$10.45**

ESKIMO BAKELITE BLADE FAN

2 Speed Oscillator—

Big 16 in. Fan at a Price!



A radical departure in fans and the price sensation of the year. Compare it with any other 16 inch fan made and you will find it is from \$12.00 to \$14.00 lower. And in addition it has genuine Bakelite blades, has a two speed switch, and oscillates. Carrying an unrestricted guarantee for one year, it is without question the biggest value in fans we have ever offered. Quiet in operation, efficient in circulation, it will make all summer days enjoyable.

No. 2G-56147. Type 40. 110 volt A-C or D-C. Retail Price, \$16.00. Your NET..... **\$10.67**

BEE-VAC Electric Vacuum Cleaners

The Cleaner That Beats Canvasser Competition

A cleaner of such evident high quality and so low in price, that it requires but little effort to sell. No costly demonstration or high-pressure methods are needed. Dealers make a fortune in easy profits with this super-value cleaner. A thoroughly dependable cleaner that not only sells quickly, but stays sold without service. Thousands of them are in use throughout the country, sold by live Dealers.

Two Year Guarantee

Every part of the Bee-Vac, motor and all, carries an unrestricted guarantee for TWO full years—twice as long as the usual electric cleaner guarantee. This guarantee is backed by 18 years of manufacturing experience and nearly two million dollars in resources.

Ball Bearing De Luxe Model

Powerful suction concentrated in a narrow nozzle opening, together with a double, swing-back brush, gets the deepest dirt and most stubborn litter.

Has more suction than other cleaners. The swing-back brush is an exclusive feature; it cannot become detached or lost.

Super-efficient 1/2 h. p. Birco universal motor of finest construction is fully encased in dust-proof coverings, and permanently lubricated at the factory. It requires no oiling of any kind, thus eliminating bearing troubles, and giving the motor exceptionally long life. Motor case and nozzle castings are of highly polished aluminum. For 110 volt current D-C or A-C 60 cycles or less. Complete with 20 foot cord.

No. 2G-5636. Retail Price, \$39.75. Your NET..... **\$26.21**
No. 2G-5639. Set of Attachments for De Luxe Model (8 pieces). Retail Price, \$8.00. Your NET..... **5.29**

Model "G" Bronze Bearings

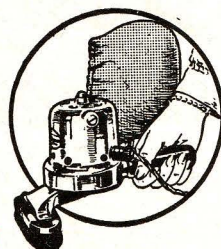
Same general construction as Model listed above, except the motor has bronze bearings and is equipped with special oiling system which prevents bearing troubles. Has purple dust bag with yellow letters.

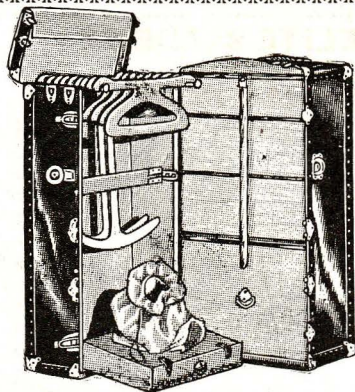
No. 2G-5637. Retail Price, \$29.50. Your NET..... **\$20.73**
No. 2G-5640. Set of Attachments for Model "G." Retail Price, \$5.00. Your NET..... **3.43**

Bee-Vac Jr. Vacuum Brush

The Super-Quality Vacuum Brush. For use on overstuffed furniture, clothing, stair carpets, etc., and also ideal for cleaning automobile upholstery, billiard tables, office furniture and fixtures, show cases, etc. These are but a few of the thousand and one uses for this wonder brush. It has a super efficient 1/2 h. p. Birco universal motor of finest construction. Bronze bearings are protected by dust-proof coverings. A perfected oiling system eliminates bearing and lubrication troubles, giving the motor long life. Complete with 20 foot cord.

No. 2G-5638. Retail Price, \$19.50. Your NET..... **\$12.50**





The

"Globe Trotter"

Open dome top. Sturdy three-ply wood veneer with a covering of heavy hard fibre. Edges and side panels reinforced. Cold rolled steel, brass plated catches, locks and trimmings. Spring lock and draw bolts. Four drawers. Women's hat form in bottom drawer. Drawers locked by flat steel rod locking device. Washable blue Crystal Pattern Fabrikoid lining. Dust curtain, laundry bag and shoe box also included. Height, 41 inches; width, 21 inches; depth, 21 inches. Shipping weight, 90 lbs.

No. IG-8200. Retail Price, \$40.00.
Your NET **\$26.14**

The Wellington

Built of three-ply wood veneer covered and bound with hard fibre. Reinforced on side panels with enameled steel runner. Finished throughout in black. Fitted with cold rolled steel, brass plated, spring lock, draw bolts and corner pieces. Open top. Bar clothes retainer. Four drawers which are all locked by a steel bar drawer locking rod. Women's hat form in lower drawer. Attractive pattern lining. Shoe compartment. Height, 40 inches; width, 21 inches; depth, 19 inches. Shipping weight, 65 lbs.

No. IG-8201. Retail Price, \$33.00. Your NET **\$21.56**

Belber

TRAVELING GOODS

The Travelwell

Our finest wardrobe trunk made of heavy three ply wood veneer with covering and binding of heavy vulcanized fibre side panels reinforced with enameled steel runners. Massive round edges, with heavy cold rolled brass plated steel corners, hinges, snap lock and draw bolts, open dome top with stay hinge. Very attractive green pattern Washable Fabrikoid Lining, which matches the outside of trunk, which is dark green body with jade green binding. Four all wood drawers with reinforced nicked steel channel binding. Flat steel rod drawer locking device. Removable ironing board and electric iron holder. Patented soft curtain clothes retainer which keeps the clothes absolutely rigid. Dust curtain, laundry bag, shoe box. The large bottom drawer contains ladies' removable hat form. Size 43x22x22.

No. IG-8233. Retail Price, \$60.00.

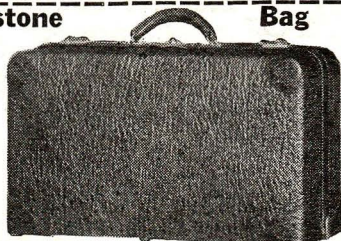
Your NET **\$39.20**



Gladstone

Bag

Box
Style
A
Real
Good
Bag



A most amazing bargain in a fine appearing Gladstone bag. Made in the original Gladstone box style. Made of new shark grain inner cowhide leather. Has sewed in frame. Securely stitched on leather corners protect it from the hardest usage. Brass plated inside lock and end catches. Seamless leather handle. The inside is lined with good quality pig grain Fabrikoid. Has center partition which has shirt fold on one side and long pocket on the other. You will find this a good bag in every way—one that puts up the right appearance and will give years of satisfactory service. Shipping wts., 15 and 17 lbs., respectively.

BLACK COLOR
No. IG-8223. 22-inch. Retail Price, \$9.14
\$14.00. Your NET
No. IG-8224. 24-inch. Retail Price, 9.80
\$15.00. Your NET

Gladstone

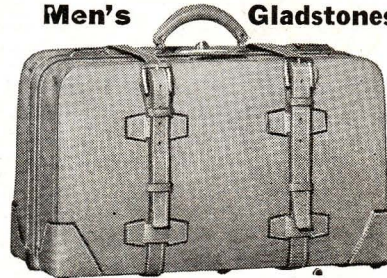
Bags



Made of heavy shark grain leather. Fabrikoid lined.
No. IG-8234. Black only; 22 inches. **\$12.41**
Retail Price, \$19.00. Your NET
No. IG-8235. 24 inches. Retail **13.06**
Price, \$20.00. Your NET
Same style as above in heavy boarded grain cowhide. Full leather lined.
No. IG-8236. Black; 22 inches. **\$19.60**
Retail Price, \$30.00. Your NET
No. IG-8237. Black; 24 inches. **20.90**
Retail Price, \$32.00. Your NET

Men's

Gladstones



Soft gusseted gladstone bag made of heavy genuine boarded cowhide, extra heavy genuine cowhide straps.

No. IG-8240. Black; 22 inches. **\$24.82**
Retail Price, \$38.00. Your NET
No. IG-8241. Black; 24 inches. **26.14**
Retail Price, \$40.00. Your NET
Same as above in genuine natural Walrus.
No. IG-8242. Black; 22 inches. **\$28.74**
Retail Price, \$44.00. Your NET
No. IG-8243. Black; 24 inches. **30.06**
Retail Price, \$46.00. Your NET

Women's Overnight Bag



Women's Overnight or Week-End Case made of genuine inner cowhide leather, in the new Boar grain. Has two polished brass locks. Leather handle with sewed on handle loops. Silk lined with shirred pockets in ends and cover. Choice of dark brown or black color. Length, 22 inches. Shipping wt., 8 lbs.

No. IG-8206. Dark Brown.
No. IG-8207. Black. Retail **\$7.52**
Price, each, \$11.50. Your NET

Women's Ensemble Set



"Hat Box"

Newest style square hat box, made on a wood box, with all round edges. A genuine cowhide covering in black cobra grain, full length sewed leather hinge, two fine locks. Leather handle, fine moire lining with shirred pockets in lid and all around body, removable hat form. Pullman size 16 inch.

No. IG-8244. 16 inch. Retail **\$13.06**
Price, \$20.00. Your NET
Same as above made of genuine inner cowhide leather rayon moire lining. Black cobra grain. Pullman size 16 inch.
No. IG-8245. 16 inch. Retail **\$8.50**
Price, \$13.00. Your NET
Same as above with covering of black cobra grain fabrikoid, rayon lining pullman size.
No. IG-8246. 16 inch. Retail **\$5.22**
Price, \$8.00. Your NET

Our Finest Bag



Genuine
Cowhide

Made of genuine boarded cowhide in the popular three-piece style with full welted seams. Sewed on leather corners. Extra heavy steel frame leather covered and sewed onto bag. Heavy polished brass inside lock and lift catches. Best seamless leather handle. Heavy leather lining with one long and two short pockets. Finest construction and materials throughout.

BLACK COLOR
No. IG-8229. 18-inch. Shpg. wt. **\$11.76**
13 lbs. Retail Price, \$18.00. Your NET
No. IG-8230. 20-inch. Shpg. wt. **12.42**
15 lbs. Retail Price, \$19.00. Your NET

Single Handled Walrus

Same style as illustrated above in genuine black Walrus in natural grain.

No. IG-8247. 18 inches. Retail **\$19.60**
Price, \$30.00. Your NET
No. IG-8248. 20 inches. Retail **20.90**
Price, \$32.00. Your NET

Double Handled Bag

As illustrated in boarded cowhide and double handle.
No. IG-8249. Black; 18 inches. **\$14.38**
Retail Price, \$22.00. Your NET
No. IG-8250. 20 inches. Retail **15.02**
Price, \$23.00. Your NET

Heavy Duty Suitcase



An ideal suitcase for hard wear and continuous use. Made of genuine inner cowhide leather, Walrus Grained. Dark brown color. Has heavy leather corners double riveted. Genuine leather 1-inch straps all around with securely riveted strap loops. Leather handle with sewed on handle loops. Brass plated lock and two draw bolts. Cloth lining. Shirt fold in lid. Shipping wts., 13 and 15 lbs.

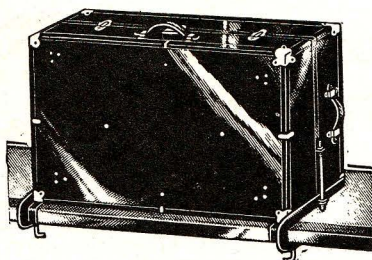
No. IG-8209. 26-inch. Retail Price, **\$6.20**
\$9.50. Your NET

C
A
S
E



Newest style ladies' case made of genuine cowhide over a veneer woodbox. All rounded edges, full length sewed leather hinge, two fine locks. Leather handle with sewed handle loops. Moire lining with shirred pockets in lid and body. Black cobra grain only.
No. IG-8252. 22-inch. Retail **\$13.06**
Price, \$20.00. Your NET
As above black cobra grain genuine inner cowhide. Rayon moire lining.
No. IG-8254. 22-inch. Retail **8.50**
Price, \$13.00. Your NET
As above black cobra grain fabrikoid. Rayon lining.
No. IG-8256. 22-inch. Retail **4.57**
Price, \$7.00. Your NET

Auto or Hand Trunk



It is made of heavy sheet steel over a solid wood box. Has angle steel binding on edges. Fitted with two leather handles, one on top, the other on one end. Metal corner pieces. Brass plated lock and draw bolts. Neatly lined. Very popular and an outstanding value. Made by Belber. Size: 8 1/4 x 15 1/4 x 29 inches. Shipping wt., 35 lbs.

No. IG-8227. Without Clamps. **\$4.90**
Retail Price, \$7.50. Your NET.....
No. IG-8228. Complete with Clamps. **\$5.55**
Retail Price, \$8.50. Your NET.....

TOURIST or HAND WARDROBE

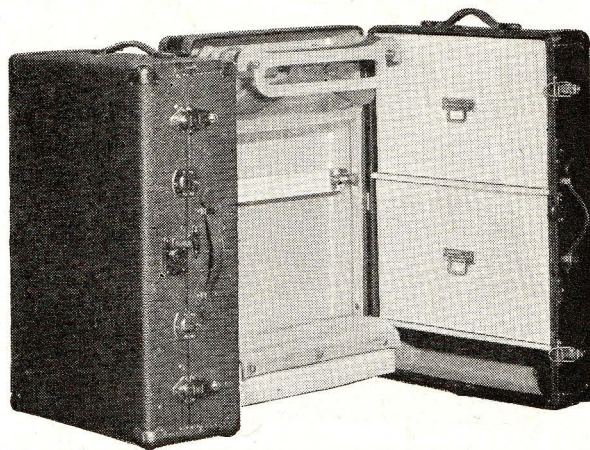
For hard service and usefulness, you can't beat this trunk. Made of tough three-ply boxwood and covered with enameled steel that defies rough handling. Reinforcement of angle steel binding. All hardware is steel brass plated. Spring lock and draw bolts. Attractive lining. Equipped with four garment hangers and a ratnet clothes retainer that keeps clothes in place without wrinkling. Two roomy drawers for small pieces. Leather handles on top and side for convenience.

No. IG-8257. Hand Wardrobe. Retail Price, \$15.00. Your NET..... **\$9.80**

PULLMAN SIZE

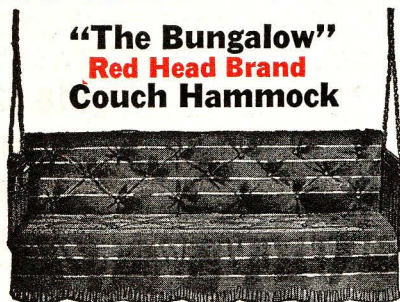
Same as above but made of tough hard fibre over wood box. Fibre bound; lined with washable fabric-oid lining. Hanger side is cut to hold ladies' garments and shoes or men's clothes. Has two good size drawers. Pullman size, 29 in. x 19 1/2 in. x 9 in.

No. IG-8258. Pullman Size Hand Wardrobe. Retail Price, \$20.00. Your NET..... **\$13.07**



LOWEST PRICES! Couch Hammocks and Gliders!

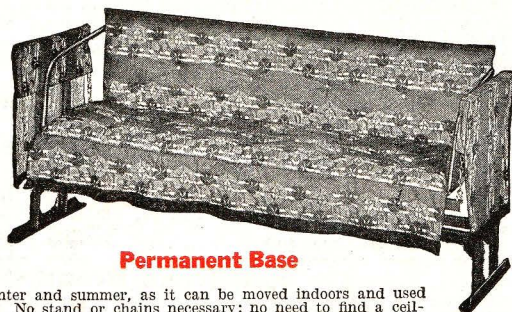
"The Bungalow" Red Head Brand Couch Hammock



A swinging hammock that is as comfortable as it is good looking. Just the thing for a porch, the yard, etc. Guaranteed RED HEAD BRAND quality material and construction. Seat is 72 in. long, 24 in. wide and has a full tufted mattress filled with 14 lbs. choice cotton lintners. Fringe valance on front edge. Mattress rests on special fabric spring which is anchored at ends with 24 helical coil springs. Back has pillow style mattress and is 16 inches high. Adjusts to any angle from upright to flat. Ends have pockets. Strong and durable. Shpg. wt., couch, 85 lbs.; canopy, 10 lbs.; stand, 40 lbs.

No. IG-8121. Couch only in Red and Grey painted stripe. **\$16.01**
Retail Price, \$24.50. Your NET.....
No. IG-8132. Canopy to match above. **4.57**
Retail Price, \$7.00. Your NET.....
No. IG-8112. Couch only in Blue and Grey Striped Duck. **16.01**
Retail Price, \$24.50. Your NET.....
No. IG-8101. Canopy to match above. **4.57**
Retail Price, \$7.00. Your NET.....
No. IG-8133. Couch only in Green and Grey striped Duck. **16.01**
Retail Price, \$24.50. Your NET.....
No. IG-8134. Canopy to match above. **4.57**
Retail Price, \$7.00. Your NET.....
No. IG-8106. Collapsible Steel Stand for any style. **2.94**
Retail Price, \$4.50. Your NET.....

RED HEAD Brand Glider



Permanent Base

Something NEW and DIFFERENT. Base is permanent and the hammock part rocks like a rocking chair.

Useful both winter and summer, as it can be moved indoors and used as a davenport. No stand or chains necessary; no need to find a ceiling for hooks.

The seat is 72 inches long and 24 inches wide. Made of round wire straight link fabric fastened at both ends with 22 helical springs. Mattress tufted and filled with new cotton lintners. The back mattress is of the pillow style, 15 inches high. The ends of the stand are covered with an attractive fringed valance that conceals the steel frame and gives the impression of a large davenport. Shipping weight, 95 lbs.

No. IG-8136. In red and grey painted stripe. **\$17.64**
Retail Price, \$27.00. Your NET.....
No. IG-8137. In red, black, orange and white floral design on a green background. Retail Price, \$29.00. Your NET..... **18.95**
No. IG-8138. In green, orange and white floral design on black background. Retail Price, \$29.00. Your NET..... **18.95**

A REAL VALUE AT OUR SPECIAL PRICES!



RED HEAD Couch Hammock

Sturdy, comfortable couch hammock—one that will make summer days enjoyable. Long enough, 72 inches, for several people; wide enough, 24 inches, for reclining comfort. Mattress of tufted cotton. Stationary back. Ends made with pockets. Heavy drop angle frame, grey enameled. Shipping weight, couch only, 38 lbs.

No. IG-8129. Couch only in 1-inch painted grey and white stripe. Retail Price, \$11.50. Your NET..... **\$7.51**
No. IG-8130. Canopy to match above. Fits over stand and can be adjusted forwards or backwards to suit. Shipping weight, 10 lbs. **\$3.40**
Retail Price, \$5.20. Your NET.....
No. IG-8106. Collapsible folding stand, grey enamel finish. Shipping weight, 40 lbs. Retail Price, \$4.50. Your NET..... **2.94**

RED HEAD Brand Upholstered Couch Hammocks



Shows Hammock Complete
with Stand and Canopy

3-inch drop angle steel frame in grey enamel finish. Suspended by chains fastened to spring and at top of ends. Seat is 72 inches long and 24 inches wide. Round wire straight link fabric fastened at both ends with 22 helical springs. Seat mattress is tufted and filled with choice cotton lintners. Fringe valance on front edge. Back adjusts to any position from upright to flat. Back mattress is pillow style firmly held in place. Ends have pockets for papers and books. Shipping wt., couch, only 85 lbs.; canopy, 10 lbs.; stand, 40 lbs.

No. IG-8100. Couch Hammock only in Blue and Grey Striped duck with white interlining. Retail Price, \$27.00. Your NET..... **\$17.64**
No. IG-8101. Canopy to match above. Retail Pr., \$7.00. Your NET..... **4.57**
No. IG-8135. Couch Hammock only in Green and Grey Striped Duck. Retail Price, \$27.00. Your NET..... **17.64**
No. IG-8134. Canopy to match above. Retail Pr., \$7.00. Your NET..... **4.57**
No. IG-8104. Couch Hammock only in Orange and Black Striped Duck. Retail Price, \$26.50. Your NET..... **17.31**
No. IG-8105. Canopy to match above. Retail Pr., \$7.50. Your NET..... **4.90**
No. IG-8106. Folding Stand for any Couches listed. **2.94**
Retail Price, \$4.50. Your NET.....

Hammock. Ceiling Chains

No. IG-8131. Hooks at both ends and ceiling hooks. Per Pr., NET..... **49c**

Famous "Red Head" Tents for Camping and Touring

Shows Storm Door Being Used as an Awning



OUTDOORS IN THE SUMMER FOR BETTER HEALTH!



SHADY REST TENTS

Tourists with only a limited amount of money to invest in a tent will welcome the "Shady Rest." Ideal for overnight, week-end or short trips. In design it resembles the popular Umbrella tents, but instead of umbrella arms the eaves are supported by a 4-piece frame. It is made of durable khaki water-repellent drill with sewed in duck floor cloth.

No. 1G-7727. 7x7 ft. size. Shipping weight, 25 lbs. **\$13.06**
Retail Price, \$20.00. Your NET.....
No. 1G-7728. 9 ft. 6 in. x 9 ft. 6 in. size. Shipping weight, 35 lbs. **16.34**
Retail Price, \$25.00. Your NET.....

VICTORY "UMBRELLA" TENT

The same identical tent as shown in the upper left hand corner. Finest kind for the particular tourist who wants to know that he is safe and secure from any weather changes. Vacationists who have used this tent are frank to admit that a great deal of the pleasure of camping was due to the Victory "Umbrella" Tent.

It is remarkably low priced for such quality. Made of closely woven forest green water-proofed drill. Sewed-in water-proofed floor cloth. All seams double stitched. Shellacked 8 foot wood center pole with metal joint. Metal umbrella arms. Mosquito proof rear window with storm flap. Roll-up bobbinet door and storm flap. Door rise, 3-way guy ropes. A tent that is easy to put up and take down. A tent of complete satisfaction and lasting service.

No. 1G-7729. 7x7 ft. size. Shipping weight, 37 lbs. **\$18.62**
Retail Price, \$28.50. Your NET.....
No. 1G-7730. 9 ft. 6 in. size. Shipping weight, 42 lbs. **21.88**
Retail Price, \$33.50. Your NET.....
No. 1G-7731. 11x9 ft. size. Shipping weight, 49 lbs. **26.78**
Retail Price, \$41.00. Your NET.....
No. 1G-7732. Set of awning curtains to enclose front section of tent. **5.88**
Shipping weight, 10 lbs. Retail Price, \$9.00. Your NET.....

CHALLENGE TENTS

Designed to meet the demand for a good umbrella tent at the lowest possible price. Top of extra strong closely woven forest-green tent-drill. Sides of medium weight drill. Water and mildew-proofed. Floor-cloth sewed in and waterproof. Seams double stitched. Jointed center pole. Bobbinet rear window with roll-up storm flap. Door, roll up bobbinet and storm doors both sewed to sides. Awning full width of eaves.

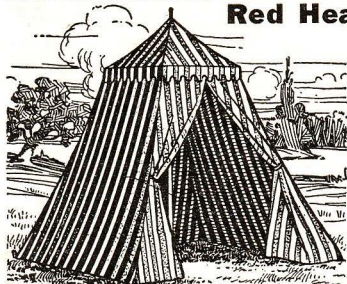
Dimensions: Doors 2 1/2 x 5 1/2 feet. Windows 1 ft. x 5 in. x 1 ft. 5 in. Centerpoles 8 ft. high. Awning extends 6 ft. Eaves 6 ft. from ground. Packs in bundle 3 ft. x 1 ft. 1 in. Poles pack 4 ft. x 4 in.
No. 1G-7724. 7x7 ft. size at base. Shipping weight, 58 lbs. **\$24.82**
Retail Price, \$40.00. Your NET.....
No. 1G-7725. 9x9 ft. size at base. Shipping weight, 62 lbs. **\$28.10**
Retail Price, \$45.00. Your NET.....
No. 1G-7726. Front Enclosure Curtains. Shipping weight, 10 lbs. **\$5.88**
Retail Price, \$9.00. Your NET.....

Red Head Brand Children's

Play Tents

Keeps the "kiddies" outdoors and near the house. Healthful. Practical. In attractive colors: tan and white or blue and white stripe duck. Built with the same care given to our regular line of tents.

No. 1G-7738. Base size, 5x5 ft. Height, 5 ft. Top, 18 in. Weight, 8 1/2 lbs. **\$3.26**
Retail Price, each, \$5.00. Your NET....



No. 1G-7739. Base size, 6x6 ft. Height, 6 ft. Top, 20 in. Weight, 9 1/2 lbs. Retail Price, each, \$7.00. Your NET..... **4.58**
No. 1G-7740. Base size, 7x7 ft. Height, 6 ft. Top, 24 in. Weight, 10 1/2 lbs. Retail Price, each, \$8.00. Your NET..... **5.22**
State Whether Tan and White or Blue and White is wanted, otherwise Blue striped will be shipped.

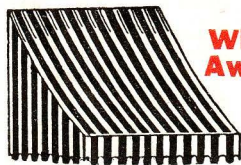
Red Head Brand

Boy Scout Tent

The accepted tent for Boy Scout use. Also makes an ideal play tent for all the kiddies. It will keep them safe from wind and rain. Makes an attractive appearance wherever set up. Made of good quality duck in choice of Tan and White or Blue and White. Good, strong and serviceable—the same high quality construction as all other RED HEAD BRAND tents.



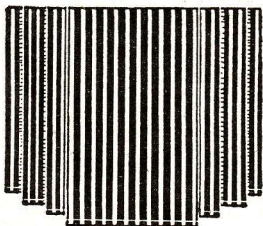
No. 1G-7741. Size, 5x5 ft. Center, 4 ft. 6 in. Wall, 2 ft. **\$4.90**
Weight, 14 lbs. Retail Price, each, \$7.50. Your NET.....
No. 1G-7743. Size, 7x7 ft. Center, 5 ft. 6 in. Wall, 2 1/2 ft. **8.16**
Weight, 18 lbs. Retail Price, each, \$12.50. Your NET.....
State Whether Blue or Tan Striped is wanted, otherwise Blue will be shipped.



Window Awnings

Made of 6 oz. woven Blue and White or Tan and White Stripe Duck, with scalloped curtain; bound with white braid; furnished with steel frame and galvanized fittings, complete ready for hanging. All sizes are 3 feet from top of awning to bottom of the curtain and extend 2 feet 6 inches from building. Curtain is 9 in. high. Total, 39 inches.

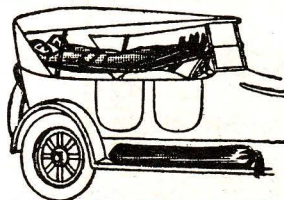
No. 1G-8114. For windows from 2 ft. 4 in. to 2 ft. 8 in. Retail Price, each, \$1.85. Your NET..... **\$1.28**
No. 1G-8115. For windows from 2 ft. 10 in. to 3 ft. 2 in. Retail Price, each, \$2.05. Your NET..... **\$1.41**
No. 1G-8116. For windows from 3 ft. 4 in. to 3 ft. 8 in. Retail Price, each, \$2.25. Your NET..... **\$1.54**
No. 1G-8117. For windows from 3 ft. 10 in. to 4 ft. 2 in. Retail Price, each, \$2.45. Your NET..... **\$1.68**



Porch Curtains

Made of 6 oz. Blue and White or Tan and White Stripe Duck furnished with galvanized fittings and durable ropes. Complete ready for hanging. Made in stock sizes as follows:

No. 1G-8122. 5x8 ft. **\$1.83**
Retail \$2.20. NET.....
No. 1G-8123. 6x8 ft. **2.20**
Retail, \$2.64. NET.....
No. 1G-8124. 7x8 ft. **2.55**
Retail, \$3.08. NET.....
No. 1G-8125. 8x8 ft. **2.93**
Retail, \$3.52. NET.....
No. 1G-8126. 9x8 ft. **3.22**
Retail, \$3.96. NET.....
No. 1G-8127. 10x8 ft. **3.66**
Retail, \$4.40. NET.....
No. 1G-8128. 12x8 ft. **4.39**
Retail, \$5.28. NET.....



"Red Head" Auto Bed

Provides a comfortable, protected place to sleep—right in the car. Easily set up in 3 minutes, down in 1 minute! No tools required. All parts telescope together. Fits touring cars, sedans and coaches—Ford to Rolls Royce. Width, 40 inches. Accommodates two people comfortably. Length adjustable from 60 to 75 inches. Folds to package size of small golf bag. Made of heavy khaki duck stretched on enameled frame. Lasts a lifetime. Complete with carrying bag. Shipping wt., 30 lbs.

No. 1G-7706. Retail Price, complete, \$21.25. **\$12.74**
Your NET.....



"Red Head" Pup Tent

Made of best quality water-proofed drill. Easily carried and erected. Front end open. Closed rear with triangular end piece. Size, 5x7 feet. Center height, 3 1/2 feet. Complete with poles, stakes and ropes. Shipping weight, 9 lbs.

No. 1G-7700. Retail Price, \$5.00. Your NET..... **\$3.01**

"Red Head" Hiker's Pack Sack

Made of medium weight forest-brown duck, canvas bound with flap. Wide web shoulder straps with leather ends. Buckle pieces reinforced and riveted. Has 3-inch gusset. Size, 13x17 inches. Pocket in back, 7x11 in. Shpg. wt., 1 1/2 lbs.

No. 1G-7708. Retail Price, \$2.50. Your NET..... **\$1.77**





WRIGHT & DITSON TENNIS RACKETS



The Hub

Low Priced But Good
Columbia Racket



All Rackets Made In Light, Medium and Heavy weights. State Weight Wanted



The Famous Davis Cup



All Rackets Made In Light, Medium and Heavy weights. State Weight Wanted

The Reliance Racket



The All American Racket



Made for fast amateur play. Half-round chamfered frame. Oval throat of ebony finished dogwood. Black fibreloid shoulder bindings. Strung with good quality Oriental gut. An excellent racket for beginners. Light, medium and heavy weights. Specify weight wanted.

No. G-6520. Retail Price, \$3.50.
Your NET.....\$2.35

Oval reinforced frame with ebony finished depressed throat. Double stringing of good quality red and white Oriental gut. Double center stringing. Fibreloid flake (pat.). Red and white silk cord binding. A very attractive racket. Light, medium and heavy.

No. G-6518. Retail Price, \$6.00.
Your NET.....\$3.92

As famous as the cup after which it is named. Used by National and Davis Cup players the world over. The kind of racket that helps champions win. The shape, the balance, the feel of it fits right in with the player's ability and adds confidence to the play. Made with the new model small bow, rounded frame. White oval inlaid throat. Fibreloid binding on shoulders and flake (patented). Red and blue silk cord trimmings. Straight strung with the highest quality split lambs' gut. Beautiful in appearance, wonderfully accurate in balance and with remarkable driving power.

No. G-6504. Retail Price, Each, \$15.00.
Your NET.....\$9.80

Oval chamfer frame with broad face. Rounded bow. Oval maroon throat. Patented lamination over throat and shoulders. Fibreloid wrapping and triple bindings of maroon and white silk cord on shoulders. Strung with the highest grade Duratite. Straight center stringing with red bull's-eye trim. Light, Medium and Heavy weights. Specify weight wanted.

No. G-6510. Retail Price, \$10.00.
Your NET.....\$6.61

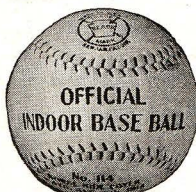
An expert's racket in every detail. Beveled frame. Natural dogwood, inlaid throat. Double wrapped shoulders with blue fibreloid binding. Strung with finest Duratite. Double stringing in center. Especially adapted for fast play.

No. G-6515. Retail Price, \$8.00.
Your NET.....\$5.29

Reach Indoor Balls



OUTSEAM



PLAIN SEAM

Official Indoor Ball
No. G-7006. Model 116. 16 inch.
Retail Price, Each, \$2.25. Your NET.....**\$1.47**
No. G-7007. Model 114. 14 inch.
Retail Price, Each, \$2.00. Your NET.....**1.30**
No. G-7008. Model 112. 12 inch.
Retail Price, Each, \$1.75. Your NET.....**1.15**

Regulation Playground Ball (OUTSEAM)

No. G-7009. Model 100. Horsehide cover. 14 inch.
Retail Price, Each, \$1.75. Your NET.....**\$1.15**
No. G-7010. Model 125. Horsehide cover. 12 inch.
Retail Price, Each, \$1.50. Your NET.....**98c**
No. G-7011. Model 75. Horsehide cover. 12 inch.
Retail Price, Each, \$1.25. Your NET.....**81c**

(PLAIN SEAM)

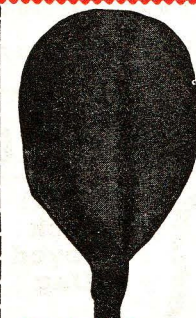
No. G-7012. Model 50B. Horsehide cover. 14 inch.
Retail Price, Each, \$1.25. Your NET.....**81c**
No. G-7013. Model 40B. Horsehide cover. 12 inch.
Retail Price, Each, \$1.00. Your NET.....**67c**
No. G-7014. Model 25B. Leatherette cover. 11 1/2 inch.
Retail Price, Each, 50c. Your NET.....**32c**

Official Playground Ball

No. G-7015. Model P14. Outseam. 14 inch. Retail Price, Each, \$2.00. Your NET.....**\$1.31**
No. G-7016. Model P12. Outseam. 12 inch. Retail Price, Each, \$1.75. Your NET.....**\$1.15**

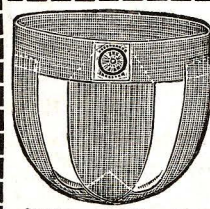
Indoor and Playground Bats

No. G-6928. Model O. Indoor. Burned and polished finish. Taped handle. Retail Price, Each, \$1.00. Your NET.....**67c**
No. G-6929. Model 2. Indoor. Burned and polished finish. Plain handle. Retail Price, Each, 75c. Your NET.....**49c**
No. G-6930. Model P. Playground. Natural finish. Oil tempered. Plain handle. Retail Price, Each, 75c. Your NET.....**49c**



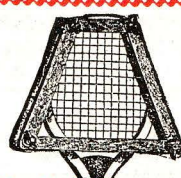
Racket Covers

No. G-6707. Model 4. (Not illustrated.) Made of waterproof material. Retail, \$1.00. NET.....**66c**
No. G-6708. Model 4P. (Not illustrated.) Made of waterproof material, with ball pocket. Retail, \$1.25. NET.....**83c**
No. G-6709. Model WH. (Illustrated.) Best quality waterproof material. Made to cover the head of racket only. Retail, 50c. NET.....**34c**



"Bike" Elastic Supporter

Made in three sizes: Small size waist, 22 to 28 inches; Medium size, 30 to 38 inches; Large size, 40 to 48 inches. Porous woven, all elastic. Specify waist size.
No. G-7808. Model 5. Retail Price, 50c. Your NET.....**30c**



Racket Presses

No. G-6523. Model OI. Special finish. Retail, \$1.75. NET.....**\$1.18**
No. G-6524. Model OT. Plain finish. Retail, \$1.00. NET.....**73c**

Tennis Gut Preservative

No. G-6700. Gut preservative should be applied immediately after playing in order to preserve the gut. Two ounce bottle with brush and box. Retail Price, per bottle, 35c. Your NET.....**22c**



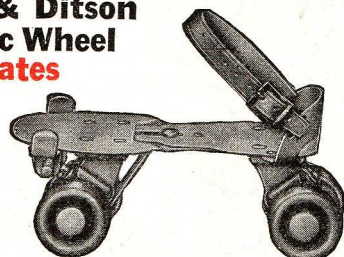
Wright & Ditson TWO-PIECE PLUGLESS Championship Tennis Ball

Adopted by the U. S. L. T. A. for the past thirty-seven years as the ball to be used in National Championships; also used in all Davis Cup Matches played in this country. Bounces truly and flies accurately. Every ball feels the same off the racket. Inflated by machinery which automatically gives each ball exactly the same air pressure. No plug to throw off balance. An air-retaining inner lining seals the pores in the rubber walls and retains the original air pressure. 3 balls packed in convenient, glassine lined, moisture proof containers which protect the balls until used.

No. G-6600. Package of 3. Retail Price, \$1.50. Your NET.....**\$1.11**

Boys' Wright & Ditson Red Flyer Disc Wheel Roller Skates

Sturdily designed and patented construction. The wheels, axle and truck are constructed in one piece. The wheels are automatically locked in place, doing away with the necessity for axle nuts on the outside. They cannot come off. Dirt and dust proof. If the wheels break, very little effort is required to remove the truck and replace with a new one. Shock absorbing rubber cushions front and rear. Will run more freely and longer than any skates made.
No. G-7848. Model BRS. Roller Skates. Retail Price, \$2.25. Your NET.....**\$1.62**
For girls. Same in quality and construction as No. G-7848 but with leather heel back.
No. G-7849. Model GRS. Roller Skates. Retail Price, \$2.50. Your NET.....**\$1.71**



These Outfits have been selected especially to meet all demands in this line. Oftentimes a one-club-sale customer may be traded up to an entire new outfit. The first step in making such sales is to show these outfits. Dealers will find this a splendid system to make larger and more sales in the golf line.

Golf in Complete Outfits

Women's Outfit

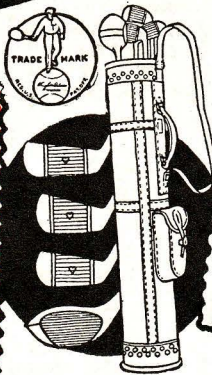
The average woman buyer wants a plaid bag and the essential four clubs. Women are taking up golf more and more and this is one of the fastest selling items in the golf line. No. G-6306 (shown below), a good quality plaid cloth. The Clubs are the famous Bee Line hickory shafted. Consists of Brassie (wood), Midiron, Mashie and Putter. Shipping wt., 11 lbs.

No. G-6359. Women's Complete Outfit. Retail Price, \$21.00. Your NET **\$13.94**

Beginner's Outfit

Most beginners in golf like to take up the game at a minimum outlay of money. This splendid outfit is the answer to that demand. Consists of the four essential clubs: Brassie (wood), Midiron, Mashie and Putter. These are the famous W. & D. St. Andrews Clubs. The bag is of Olive Duck, full 5-inch size and is described below under Catalog No. G-6300. A very popular set and an amazing value. Shipping wt., 10 lbs.

No. G-6350. Complete Outfit. Retail Price, \$10.50. Your NET.... **\$7.20**



Champion Outfit

Our finest outfit. Made up of the famous Record Clubs — chromium plated irons with contact spot scoring, finely balanced and steel shafted Premier wood. The Bag is No. G-6304 (see below), finest khaki duck with hood, 5 inches in diameter. The Clubs consist of Brassie (Premier Wood), Midiron, Mashie and Putter, the four essential clubs. Shipping wt., 12 lbs.

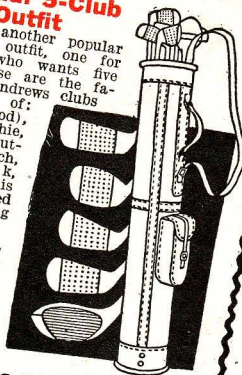
No. G-6354. Complete Outfit. Retail Price, \$34.50. Your NET... **\$22.64**

Special 5-Club Outfit

This is another popular low-priced outfit, one for the man who wants five clubs. These are the famous St. Andrews clubs and consist of: Brassie (wood), Midiron, Mashie, Niblic and Putter. The 5-inch, khaki duck, stayed bag is No. G-6301 listed below. Shipping wt., 11½ lbs.

No. G-6351. Complete Outfit. Retail Price, \$13.25.

Your NET **\$9.06**



Tournament Outfit

Many men set up a limit of \$25.00 for their golf outfit. Here you have the answer to that demand. This set is also made up of hickory shafted Bee Line Clubs. Consists of: Brassie (wood), Midiron, Mashie, Niblic and Putter. This is a good club combination meeting nicely all situations in the game. A stayed, hooded, khaki duck model bag is furnished. This is really one of the best values ever offered. Shipping wt., 11 lbs.

No. G-6358. Complete Outfit. Retail Price, \$25.50.

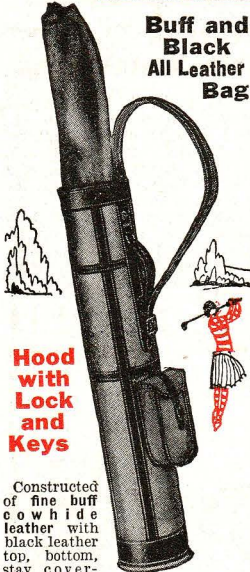
Your NET **\$16.95**

Prepare Now to Enjoy Golf This Summer. Order a Golf Set Today.

REACH GOLF BAGS — LIGHT and STRONG



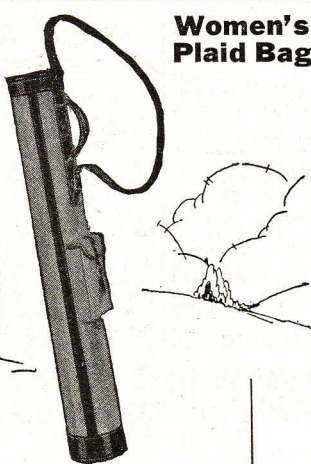
Buff and Black All Leather Bag



Hood with Lock and Keys

Constructed of fine buff cowhide leather with black leather top, bottom, stay coverings, handle, handle base and straps. Rigid metal top ring. Padded carrying strap. Four steel stays. Featherweight metal top and bottom. Large ball pocket. Grommet top hood of buff leather with lock and keys. Full 6 inches in diameter. Finely made in every way. Shipping wt., 10 lbs. No. G-6308. Model 43H. Retail Price, \$15.00. Your NET **\$9.80**

Women's Plaid Bag



Olive Duck Leather Trimmed

Made of serviceable olive duck in a good weight that insures long resistance against hard usage. Genuine black leather top, bottom, handle, handle base and straps. Three steel stays covered with choice black leatherette. Rigid, leather covered, steel top ring. Extra strong, light weight, steel bottom. Full size ball pocket. Diameter, 5 inches. Full 35 inches long. Shipping weight, 5 pounds.

No. G-6300. Reach Model 332B. Retail Price, \$35.00. Your NET.... **\$23.00**

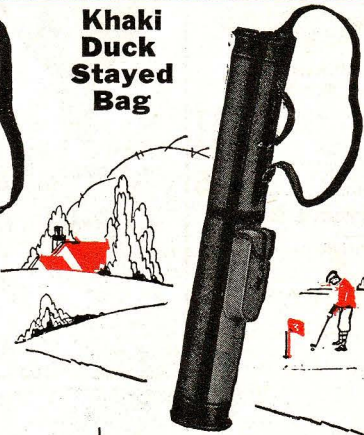


Red-Black Scotch Plaid

Made of attractive red and black Scotch plaid cloth. Genuine brown leather top, bottom, handle, handle base, stay coverings and straps. Carrying strap padded with plaid cloth same as body. Rigid metal top ring. White diamond inserts on top and bottom bands. Strong molded bottom. Large ball pocket. Three steel stays. Diameter, 4 inches. Shipping wt., 5 lbs.

No. G-6306. Reach Model 10L. Retail Price, \$7.00. Your NET.... **\$4.56**

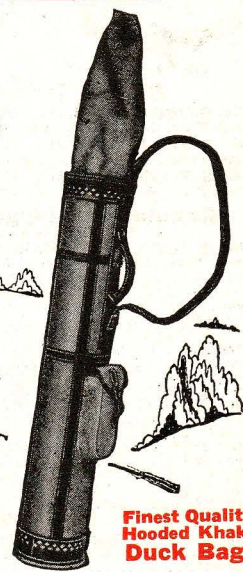
Khaki Duck Stayed Bag



Khaki Duck Bag

A rugged, strongly reinforced genuine leather trimmed bag that reflects all the quality the REACH line is noted for. Made of good quality, closely woven khaki colored duck. Three steel stays are covered with genuine black leather, the same as straps and trim. Light weight, rigid steel top and bottom assures permanent shape. Large ball pocket. Diameter, 5 inches. Full 35 inches long. Shipping wt., 7 lbs.

No. G-6301. Reach Model 333B. Retail Price, \$45.00. Your NET... **\$29.94**



Finest Quality Hooded Khaki Duck Bag

A 6-inch stayed bag with hood — as fine a bag as anyone might wish for. Made of fine khaki duck. Genuine, choice black leather trimmings. Four steel stays. Shoulder strap padded with duck. Grommet top hood with lock and keys. Diameter, 6 inches. Length, 36 inches. Shipping wt., 10 lbs.

No. G-6304. Reach Model 61H. Retail Price, \$10.00. Your NET.... **\$6.57**

WRIGHT & DITSON GOLF CLUBS

KNOWN FOR DEPENDABILITY!



Bee Line Irons

One of the most popular lines of irons on the market. They vary uniformly in pitch, lie and weight, and each bears a direct and close relationship with every other Bee Line club, giving that feeling of familiarity and confidence to the successful shot. High quality steel with bright finish, scored faces. Made with hickory shafts and steel shafts and there is also a special line of models for ladies.

Men's Right Hand Model

No. G-6255. Driving Iron
No. G-6256. Mid Iron
No. G-6257. Mid Mashie
No. G-6258. Mashie Iron
No. G-6259. Mashie
No. G-6260. Mashie Nibbie
No. G-6261. Nibbie
No. G-6262. Putter
No. G-6263. Putter
With Steel Shaft. Retail Price, \$3.43
Each, \$5.00. Your NET.....
With Hickory Shaft. Retail Price, Each, \$3.50. Your NET.....
Men's Bee Line Irons with hickory shafts supplied in both right and left hand models. Steel shaft irons in right hand models only.

Women's Right Hand

No. G-6264. Mid Iron
No. G-6265. Mid Mashie
No. G-6266. Mashie Iron
No. G-6267. Mashie
No. G-6268. Nibbie
No. G-6269. Putter
No. G-6270. Putter
With Steel Shaft. Retail Price, \$3.43
Each, \$5.00. Your NET.....
With Hickory Shaft. Retail Price, Each, \$3.50. Your NET.....
Ladies' Model Bee Line Irons are made in right hand only.
(If Hickory Shaft is desired place an "H" after the stock number.)



St. Andrews Irons

St. Andrews clubs are well known for their real quality, which is better than their price would indicate. The heads are modeled accurately and are nicely finished. Good quality hickory shafts, with leather grips. Made in both right and left hand models for men and in right hand models only for ladies. Made in the following models:

No. G-6271. Mid Iron.
No. G-6272. Nibbie.
No. G-6273. Mashie.
No. G-6274. Putter.
Retail Price, Any Model, \$1.23
Each, \$1.75. Your NET.....

STATE WHETHER MEN'S RIGHT HAND OR LEFT HAND OR WOMEN'S RIGHT HAND is wanted. Men's right hand will be shipped unless left hand or women's right hand is specified.



The Most Popular Golf Tees

Yello Tee Reddy Tee

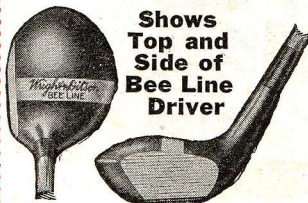
REDDY TEES—One-piece white birch, waterproof and smoothly finished. Three bright colors: red, yellow and white.
No. G-6410. Box of 18 Reddy Tees. Retail Price, 25c. Your NET..... 15c

YELLO TEES—Very light, but strong and never break on inserting. Made of paper-mache. Painted yellow. Very popular.
No. G-6411. Box of 18 Yello Tees. Retail Price, 25c. Your NET..... 10c

We Are Distributors For the Entire REACH, WRIGHT & DITSON LINE of Sporting Goods

FREE Copy of Their Complete Catalog Will Be Sent on Request

WRIGHT & DITSON GOLF CLUBS Bee Line Woods



Shows Top and Side of Bee Line Driver

Heads of Persimmon; Hickory shafts; leather grips; lead back. Fibre slip on Driver, brass sole plate on Brassie and Spoon. Right and left hand men's models, also in right hand ladies' models.

Men's Right Hand

Men's right hand model of the Bee Line wood club.
No. G-6236. Driver.
No. G-6238. Spoon.
No. G-6237. Brassie.
Retail Price, any model, \$3.50. Your NET..... \$2.30

Men's Left Hand

Men's left hand model of the Bee Line wood clubs will be furnished at same price as right hand models if specifically stated on order. Otherwise men's right hand models will be furnished.

Women's Right Hand

Women's right hand model of the Bee Line wood clubs will be furnished at same price as men's right hand models only when specifically requested. Otherwise men's right hand models will be sent.

St. Andrews Woods

Shafts of Hickory. Solid Persimmon heads. Plain mahogany stained. Leather grips. Lead weight in back. Right and left hand men's models, also right hand ladies' models.

Men's Right Hand

Men's right hand model of the St. Andrews wood clubs.
No. G-6239. Driver.
No. G-6240. Brassie.
No. G-6241. Spoon.
Any Model. Retail Price, \$1.75. Your NET..... \$1.23

Men's Left Hand

Women's Right Hand

Ladies' right hand model of St. Andrews wood clubs will be furnished at same prices as men's right hand models if definitely requested on order. Otherwise men's right hand models will be sent.

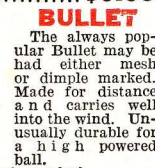


REACH, WRIGHT & DITSON Golf Balls BLACK CIRCLE

Mesh marked balls true in action and remarkably good for distance and durability. Size and weight conform with standard requirements.
No. G-6404. Black Circle. Box of 12. Retail Price, \$6.00. Your NET..... \$3.92

EAGLE

Mesh marked with a tough cover that is hard to cut. True in flight and has a long carry. One of the best 75c balls in the market.
No. G-6401. Eagle. Box of 12. Retail Price, \$9.00. Your NET..... \$5.88

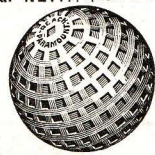


BULLET

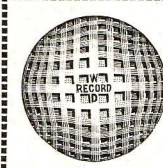
The always popular Bullet may be had either mesh or dimple marked. Made for distance and carries well into the wind. Unusually durable for a high powered ball.
No. G-6406. Mesh marked.
No. G-6403. Dimple marked.
Either style. Box of 12. Retail Price, \$9.00. Your NET..... \$6.47

Paramount

Mesh marked 50c ball exceptionally true in action and remarkably good for distance and durability. One of the most popular balls made.
No. G-6402. Paramount. Box of 12. Retail Price, \$6.00. Your NET..... \$3.92



National Floater
No. G-6405. Mesh marked. Good for women, beginners and light hitters. Reduces water hole hazard. Retail Price, Dozen, \$6.00. Your NET..... \$4.12



Wright & Ditson Record

Mesh marked. Made for durability and distance. This ball is guaranteed not to cut or nick in actual play. Tests have proven it to be one of the longest distance balls ever made. There is produced in this ball a wonderful degree of durability without sacrificing its distance qualities. Record golf balls fully live up to the players' expectations in every kind of shot. Absolute dependability in the continuous uniformity of the Record ball will inspire confidence which improves the player's ability. Retail Price, \$1.00 each.
No. G-6400. Record. Box of 12, \$12.00. Your NET..... \$8.33

The Famous "CONQUEROR" 45 Volt "B" Battery



Conqueror "B" Batteries are made by a well known battery manufacturer to the most exacting specifications. They are well known for their long life and dependable service and because of their low price are giving merchants exceptional profits.

One very good reason why Conqueror "B" Batteries are so easily sold is because they deliver smooth dependable power to the tubes. Many of the disagreeable scratches and squeals that come from fluctuating "B" current are thereby eliminated. Their low internal resistance improves radio reception, especially in regard to tone.

Give your trade a real quality battery and make for yourself an attractive profit. Order a supply of Conqueror "B" Batteries today. Tapped for 22½ and 45 volts.

No. G-0622. Heavy Duty Type V-30-F. Size, 8"x4¼"x7". \$2.10
Retail Price, \$3.75. NET.....
No. G-0623. Regular Size Type V-30-D. Size, 8"x3½"x7". 1.35
Retail Price, \$2.50. NET.....

FROST- Approved AC Snap Switch

The new Frost AC snap switch has been designed to meet the exacting requirements of the present day receivers with an ample margin of safety. The switch is inspected and approved by the Underwriters Laboratories to carry 3 amperes at 250 volts AC (750 watts). Switch is completely housed in metallic case and is equipped with widely spaced tinned soldering lugs. Single hole mounting. Easy, positive action.

No. G-2509. Type AC 609 Switch. 44c
Retail Price, 75c. NET.....

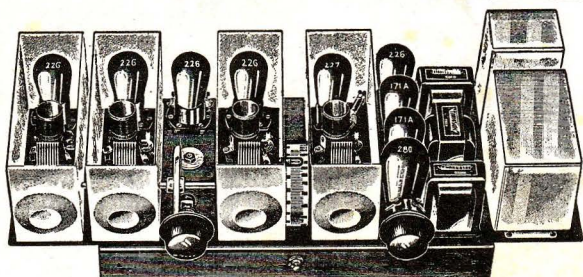


A RED STAR BARGAIN JOHNSON Charg "A" Matic

An automatic "A" Battery charger which when connected with "B" eliminator becomes completely automatic. Switch on set cuts out the charger and cuts in the eliminator or vice versa. When battery is fully charged only a small trickle charge enters the battery sufficient to counteract current leaks. Charging rate varies from 3 to 14 amperes depending on battery condition. Full instructions with each unit.

No. G-0820. Johnson Charg "A" Matic. Retail Price, \$10.00. Special NET Price..... \$3.88

The Supreme **AUDIOLA** AC STAGE SHIELDED 8/9



For Those Who Demand The Best

Here we have ideally combined the skill of the technical mechanic and the ability of accomplished radio engineers. This marvelous creation is the result of years of experience in building fine radio receivers. In its building have gone all the worthwhile developments of the past few years. It is characterized by no experimental devices, no fancy "gadgets," just to make talking points. In circuit design, in mechanical construction and electric assembly, it is unquestionably one of the most highly developed, carefully engineered, finest quality receivers ever offered to the American public. We unhesitatingly guarantee it to give absolute satisfaction under all reception conditions.

Marvelous Tone Quality

The audio amplification system consists of one stage of straight and one push-pull stage. Giant THORDARSON transformers are used—long known for their fine quality. You can see them in the illustration above. The result of this employment of push-pull and these splendid transformers, together with the use of the perfected 171AC tubes, is tonal quality that is a delight to the most critical. There is a soft naturalness, a sure definition, a bell-like clarity that truly makes this a superb musical instrument.

BEAUTIFUL MANCHESTER MODEL

**Cabinet Work
by Buckeye
Chassis by
Audiola**

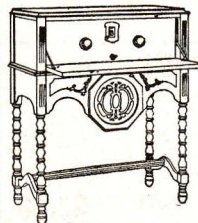
**A-C
Stage
Shielded
8/9**

**Beauty
Power
Distance
Tone Quality**



Chassis by AUDIOLA! Cabinet by BUCKEY! What more could be said of any radio receiver? Up-to-the-minute in every respect it completely satisfies the eye as well as the ear. You can sit back in comfort in your easy chair and listen with delight as near and far away stations come in, powerful, clear and sweet-toned.

The Audiola chassis needs no further description. Above you will find its merits that have won for it a high place in the esteem of the radio public. As for the cabinet—its beauty of line, rich woods and soft finish are to be fully appreciated only on sight. It is made of choice genuine Black Walnut with matched butt grain on the door and panel. There is a rich satinwood overlay around the speaker grille. The front is relieved by tasteful tracings, flutings and deftly placed hand carvings. The finish is of richly high lighted, shaded and rubbed lacquer and all of the beauty of the natural wood is brought out in a neutral brown tone.



No. 3G-1011. Manchester Model with Audiola A-C 8/9 Chassis and sweet toned Magnetic Speaker. Retail Price, \$185.00. Your NET.....**\$109.20**
No. 3G-1006. As above, Complete with Tubes and Aerial Kit ready to operate. Retail Price, \$208.50. Your NET.....**\$120.98**
No. 3G-10112. Manchester Model with Audiola A-C 8/9 Chassis and Powerful 110-volt A-C Dynamic Speaker. Retail Price, \$212.50. Your NET.....**\$126.00**
No. 3G-1007. As above, Complete with Tubes and Aerial Kit ready to operate. Retail Price, \$236.00. Your NET.....**\$137.78**

Push Pull Audio Amplification for TONE Stage Shielded for SELECTIVITY The Sharpest Selectivity

Stage shielding plus carefully synchronized condenser rotors give a high degree of selectivity. The basis of the circuit is the space wound solenoid coil, now known to be the ideal inductance. Only a fraction of a degree turn on the dial will eliminate most stations. Even the most powerful may be cut out with one or two degrees. A receiver for the most congested districts. It will separate all stations and cut through the most powerful locals for distant reception.

Reaches Out Great Distances

There are four stages of stage-shielded radio frequency amplification! Compare this with the usual two stages and you can realize what great reserve power this marvelous set has. It is like a spirited 8-cylinder car! The faintest, far away signals are picked up, infinitely amplified through these four powerful stages and delivered to the detector. You will be amazed at the power. It logs perfectly, making station finding easy.

Simple One-Dial Control

Only two control knobs appear on the panel front—one for tuning, one for volume. The four highest quality variable condensers are mounted on one shaft. Tuning of these condensers is accomplished by a clever, highly perfected vernier which gives smooth, even, easy control.

A Steel Chassis Like a Battleship!

The entire assembly rests upon an all steel, rugged chassis base. All sockets, instruments and shields are permanently fastened to this base. Shakeproof lock washers are employed at every point, so that even after years of shipping and moving around, all parts remain firmly in place. This is an important feature, because even moving some receivers about the house, connections or units are jarred loose. But, never in an AUDIOLA AC 8/9!

Latest, Most Sensitive Volume Control

This is an entirely new development and far superior to usual methods. It accounts for the highly sensitive control of volume. This method does not give the effect of "choking off," but a natural cutting down of the volume. This clever volume control is not affected by climatic conditions and always remains the same. It is a revelation to every one!

For Those Who Demand and Get the Best!

No expense has been spared at any point to make this as fine a receiver as knowledge, skill and means can construct. Only the finest materials go into its construction. And, only the most highly skilled, long experienced laboratory workers are employed in its building. One thought only has been behind its design and making and that is that it should be America's premier quality radio receiver.

True AC Operation

The power supply is an integral part of the chassis, as shown in the illustration. It is entirely self-contained.

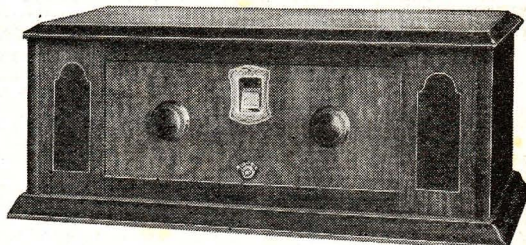
Equipped with Dynamic Speaker Plug

A short lead from the power pack with a standard plug enables you to plug in dynamic speaker leads right to the set. This eliminates unsightly wires running around the room from the light socket to the speaker.

It employs the following A-C Tubes: Five 226, one 227, two 171A and one 280 type rectifier. The chassis measures 25½ inches long, 10 inches deep and 7¼ inches high. Chassis may be purchased separately, if desired for special installation.

No. 3G-1093. AUDIOLA Stage Shielded A-C 8/9 Complete Chassis, less tubes. **\$73.50**
Retail Price, \$125.00. Your NET.....
No. 3G-1008. Complete with Tubes and Aerial Kit. Retail Price, \$148.50. Your NET.....**\$85.28**

AUDIOLA Table Model



As the illustration implies, this is a superbly beautiful table model cabinet. It is made in a furniture factory known for its fine quality. It is made of choice genuine walnut. Prettily paneled front, beautifully shaded. The finish is a soft neutral brown, hand rubbed to a velvety smoothness. The cabinet measures 29½ inches long, 14¼ inches wide and 10¼ inches high. In its confines are the entire self-contained receiver. Only a speaker is needed.

No. 3G-1094. Table Model AUDIOLA AC 8/9 Receiver Complete, less tubes. **\$86.73**
Retail Price, \$147.50. Your NET.....
No. 3G-1009. Complete with Tubes and Aerial Kit. Retail Price, \$171.00. Your NET.....**\$98.51**

AUDIOLA

Stage Shielded A-C 7/8

A receiver of super power. There are three stages of highly efficient radio frequency amplification. Stations thousands of miles away may be often heard just like locals! You will be amazed at how the stations "roll" in, one after another, many that you never knew existed. It is a thrill to tune it! All this is accomplished through the employment of proven units, and only skilled laboratory experts to build and test it. There has been no trimming on parts to quote a low price.

FEATURES Found Only in the Finest Sets

Completely self contained. No outside power units or devices of any kind. Uses 8 A-C tubes: Four 226, one 227, two 171A power and one 280 rectifier.

Each stage shielded, eliminating all interstage coupling, giving better selectivity and adding to the amplification. It has the punch!

Coils are the proven solenoid, space wound on grooved bakelite tubes. The most reliable, unvarying inductance known to radio.

Finest quality variable condensers. Wide air gap. Thick brass plates. Long bearings and die cast housing insures permanent alignment and rigidity.

Thordarson Audio Transformers, in push-pull, employing two 171A power tubes, noted for their clear, beautiful output. A mark of quality found on only the most expensive sets.

Vertical Drum Dial, calibrated in kilocycles, illuminated when set is turned on. Only one tuning control. Easy to tune. Glides into one station after another, with only a rush of power—no noises.

New tapered Volume Control. A big improvement. Not affected by moisture or climatic conditions. Sensitive. Positive. Never failing.

All Electric Operation

This is a true A-C operated receiver, using A-C tubes. The power unit which rectifies the 110 volt, 60 cycle, A-C house supply, is built right onto the chassis. It is permanent, requires no adjustments or attention. Just plug into light socket and forever forget the power question. In addition the Audiola provides a special lead and plug to which the dynamic 110 volt lead may be attached.

No Bothersome A-C Hum

Even when the set is silent, there scarcely is a hint of the A-C hum from the lighting circuit. In operation, the ear cannot detect a single ripple. This is accomplished by a super quality power pack, incorporated in which is a filtering system that effectively damps out all this annoying hum.

Illuminated One-Dial Control

The tuning condensers are rigidly mounted all on one shaft, controlled by one tuning knob on the panel. You have never experienced such easy, smooth control before. No squeals and howls. Just a rush of power and in comes the station.

All Steel Chassis--Stage Shielded

The entire assembly of units is on one heavy steel base. The wiring is all underneath. Shake-proof, lock washers are used, so that all mountings are permanent. They will not rattle or become loose. Each stage of radio frequency amplification is thoroughly shielded in a separate shield. There can be no interstage coupling. There are no losses, no eddy currents to choke off the great power.

Beautiful Tone Quality

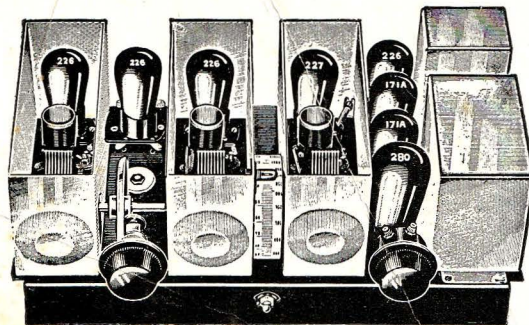
The advanced Push Pull audio system is used. There are two stages of large genuine Thordarson transformer coupled audio amplification. Two 171A tubes are used, insuring great volume. No matter at what point the volume control is set, the reproduction is always as clear as a bell, natural, uncanny in its lifelike production.

Scientific Volume Control

A-C tubes are very sensitive. They require the most careful regulation to insure the best results. The engineers have worked out a perfect volume control. This is a tapered wire wound type that never varies. Just the slightest turn of the knob effects a noticeable change. The control is not affected by climatic conditions, is always reliable and stable in its operation. This is an important point and should be noted in the purchase of an A-C set.

Dimensions of Chassis

The steel chassis, complete with all units permanently mounted, measures 18½ inches long, 10 inches deep and 7½ inches high. It will fit into almost all standard consoles.



For Those Who Demand and Get the Best!

No expense has been spared at any point to make this as fine a receiver as knowledge, skill and means can construct. Only the finest materials go into its construction. And, only the most highly skilled, long experienced laboratory workers are employed in its building. One thought only has been behind its design and making and that is that it should be America's premier quality radio receiver.

Special Price List

No. 3G-1097. Audiola A-C 8 Chassis only, less tubes. Retail Price, \$90.00.	\$52.92
Your NET	
No. 3G-1098. Moderne Metal Chest Model (as illustrated in illustration on stand below). Set Complete, less Tubes. Retail Price, \$95.00.	\$55.84
Your NET	
No. G-04197. Kit of Tubes for Audiola A-C 7/8 (four 226, one 227, two 171A, and one 280 rectifier). Retail Price, \$19.50. Your NET	\$9.55

Wrought Iron Stand and Bench

Beauty, economy and durability! The design is a clever adaptation of this Spanish vogue, characterized by beautiful scrolls, twists and carvings. The material is wrought iron, staunch and strong, but not heavy. The finish is striking, being black with delightful touches of gold polychrome.

The Stand is 28½ inches high, 20 inches wide and 13½ inches deep. Weighs only 23 pounds.

The Bench is made to match Stand, with well upholstered seat, covered with beautifully figured jacquard. It is 19 inches high and the seat measures 12x23 inches.

No. 2G-33107. Wrought Iron Radio Stand. Retail Price, \$12.75. Your NET..... **\$7.50**

No. 2G-33108. Wrought Iron Upholstered Radio Bench. Retail Price, \$12.25. Your NET **\$7.20**

Moderne Metal Chest

Wrought Iron Stand and Upholstered Bench



The University
A-C 6/7 ALL ELECTRIC

Admiral

DESIGNED AND MADE FOR US BY
SILVER-MARSHALL
Inc.

Licensed by Radio Corporation of America

A Super Value

When one can obtain such exquisite beauty, such remarkable performance and such lasting quality for so little money, we must admit that radio has reached a high stage of development. Here we have the highly perfected, powerful Admiral receiver housed in a magnificent console with inbuilt sweet toned magnetic speaker for a price of less than \$60.00 wholesale. We have never known of a better value. We know of none so good. Our dealers and their customers will readily appreciate the really amazing bargain this fine set represents at our special price. Make comparisons. See what a big saving you make at Shure's!

Rich Beauty of Design

This little console bespeaks the modern trend in fine furniture design. It strikes a happy medium between the "ginger-bread" designs of the early part of this century and the severe "moderne art" models now being promoted. Turned legs, fancy overlays and carved cross stretchers give those touches of liveliness that are so essential to modern furniture design. It is constructed of American walnut, with the front, top and sides of choice grained stock. The drop leaf front acts as an arm rest when tuning. A snappy looking grille with fleur de lis motif sets off the lower front. There are also two fancy overlays on the front, a feature usually found only in the most expensive models. The top is hinged to allow easy access to the receiver. The finish is the

natural walnut color, soft and neutral in shade, hand rubbed to a velvet-like surface. Just the right size is this fine console: 36½ inches high, 21½ inches wide and 15 inches deep. Neat, graceful, pleasing in size, rugged in construction, rich in design, this is truly a console that may be handed down from family to family.



\$53⁹⁵
NET

Dependable Admiral Chassis

Best of all, the chassis within this beautiful cabinet is the sturdy and dependable Admiral, designed and made for us by Silver-Marshall, Inc., under license of the Radio Corporation of America. To those familiar with radio, that means a chassis that is powerful, selective and sensitive. The University Model Admiral is all of that—and more.

Choice of Speakers

This beautiful little console model is offered in a choice of magnetic or dynamic speakers. The magnetic speaker has a wonderfully clear cut tone reproducing music, voice, and orchestra with remarkable purity. The dynamic speaker is unusually free from hum and is noted for its deep full throated tone quality. Either is a revelation and delight as compared to the ordinary radio set. The first remark a listener usually makes: "What beautiful tone, so clear and life-like!"

No matter which speaker is selected you are assured many hours of pleasant radio enjoyment. The cabinet, the chassis and the speakers have been selected with utmost care,—to satisfy you.

WITH MAGNETIC SPEAKER

No. 3G-1017. University Model A-C 6/7 All-Electric Admiral Model in cabinet as illustrated. Complete with sweet toned Magnetic Speaker. No tubes or accessories. Retail Price, \$116.50.

\$53⁹⁵

Your NET.....

Complete Ready to Operate

No. 3G-1018. University Model A-C 6/7 All-Electric Admiral Model as described above, including complete set of Tubes, Aerial Kit and sweet toned Magnetic Speaker. Everything necessary to plug into light socket and operate. Retail Price, \$135.50.

\$63⁴⁵

Your NET.....

WITH DYNAMIC SPEAKER


No. 3G-1019. University Model A-C 6/7 All-Electric Admiral Model in cabinet as shown. Complete with Powerful Dynamic Speaker. No Tubes or accessories. Retail Price, \$137.00. Your NET..

\$63⁹⁵

Complete Ready to Operate

No. 3G-1020. University Model A-C 6/7 All-Electric Model as described above with Dynamic Speaker, complete set of Tubes and Aerial Kit. Everything necessary to plug into the light socket and operate. Retail Price, \$156.00. Your NET....

\$73⁴⁵



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FORMERLY
SHURE RADIO COMPANY

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