

*Getting the most
out of*
RADIO



WM. H. JENSEN
Browns Valley
Minn.

Trade in Your Old Set for a
NEW MODEL
Radiola!

THERE'S no need to put up with the worry and bother of an old-time, cumbersome set. Trade it in for one of these fine, complete electric units that provide endless nights of pleasant home entertainment.

In addition to being fine instruments these new-model Radiolas are worthy contributions to the home.

They are of simple design and blend in well with any scheme of decoration.

Visit our store.

Inspect these one-dial, trouble-proof Radiolas.

See for yourself how simple to operate are these plug-in electric instruments after the old-time battery sets.

Then let us make an arrangement to accept your present radio in part payment for the Radiola you select.

*This sign
at our store
assures you of*
**SATISFACTION
AND SERVICE**



WHEN you buy a radio you want first an instrument that has fine reception, that brings in programs from local and distant stations clearly, smoothly—that is simple to operate . . . compact . . . that is good to look at.

Your choice of a radio should be influenced by the standing of the firm that makes it—by its resources and facilities; by its record.

When we searched the market for radio equipment that performed better, that looked better, that *was* better, we chose RCA. We chose it because it had outstanding tone and beauty; because its performance was guaranteed by a firm whose name *meant* something in radio.

Two hundred engineers in the laboratories of the Radio Corporation of America, the General Electric Company, the Westinghouse Electric & Manufacturing Company have worked continuously to perfect the new, powerful Radiolas presented in this catalog. All RCA equipment undergoes that same thorough research and experiment before it reaches the public.

That alone should explain why RCA products are accepted as the last word in value by those who know anything about radio.

In preparing this catalog it has been our aim to present the advantages of the various sets simply and clearly so that you may find no difficulty in readily deciding which set is best suited to your own requirements.

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RCA—Radiola 64

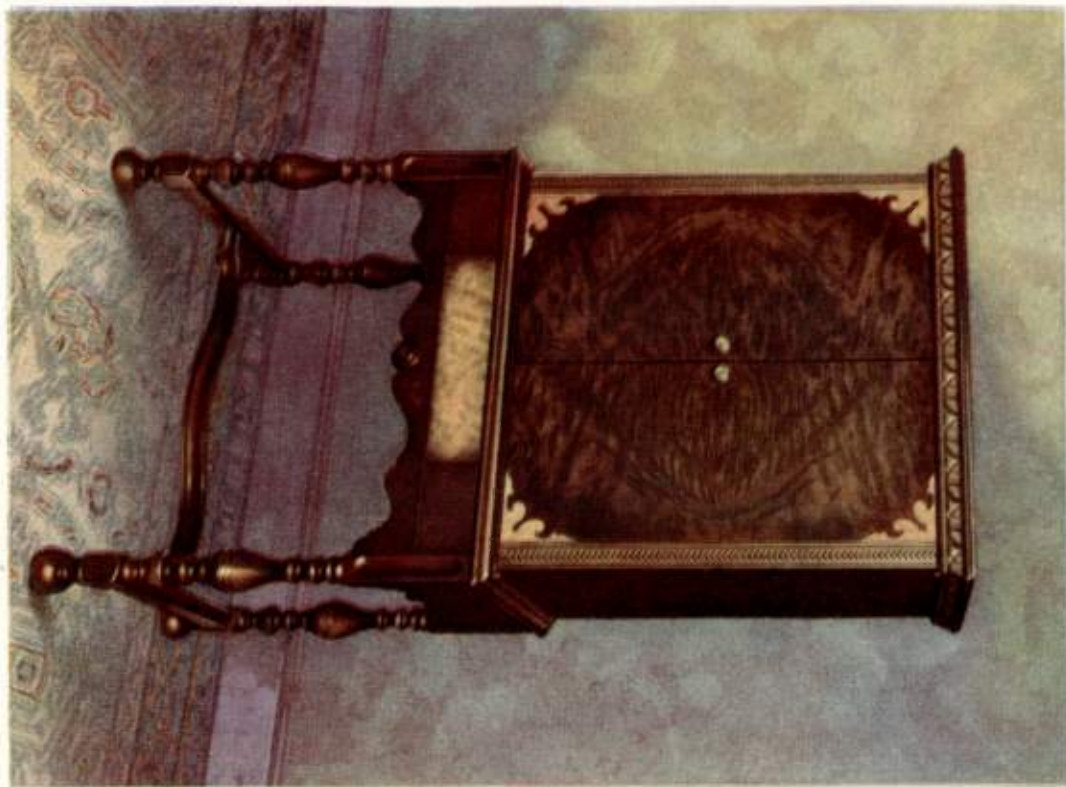
IN performance and appearance, Radiola 64 has no equal. Many new and unusual features give Radiola 64 a unique distinction. Among these innovations are: a tuning meter for accurate tuning; an automatic volume control which offsets the effects of "fading" and keeps the output of the loudspeaker at any desired level of sound on local or distant stations, and a new type of sensitivity control that permits the operator to vary the sensitivity and minimize atmospheric and other disturbances originating at points more distant than the station being received.

Then, too, the Dynamic Loudspeaker of Radiola 64 is driven by the powerful Radiotron UX-250, capable of three times the undistorted output of any tube yet used in a broadcast receiver. And this power is employed, not to produce additional volume, but to make the tone of this Radiola so faithful that one might easily mistake it for the real performer whose art it reproduces. It will hardly ever be necessary to use all of the *undistorted* volume of which Radiola 64 is capable, but it is there when you want it, like the reserve power of a fine automobile.



Radiola 64 is powered with eleven Radiotrons, all AC operated, and is a superb example of the ingenuity of RCA radio engineers. Its walnut cabinet, distinguished by a studied attention to detail and design that is usually found only in the finest custom built furniture, is equally beautiful with the doors open or closed. It will meet with the approval of the most fastidious critics of craftsmanship and music.

RCA Radiola 64 without Radiotrons, \$550.00



RCA—Radiola 62

RADIOLA 62 is a combination of the famous RCA Super-Heterodyne and the RCA Dynamic Loudspeaker built into a beautiful walnut console cabinet. Yet, with its single tuning control, power switch, and volume control, it is easier to operate than the most elementary receiver.

Nine powerful "AC" Radiotrons are employed in Radiola 62, the receiving circuit of which consists of two stages of tuned radio frequency amplification, first detector, oscillator, two stages of tuned intermediate frequency amplification, a second power detector, and one stage of power audio frequency amplification. Rectification of the voltages for plate and grid throughout is accomplished by the ninth tube, Radiotron UX-280.

Although Radiola 62 is super-selective, this desirable feature is accomplished without the loss of quality. The entire musical range of the broadcast signal is received by Radiola 62—yet each station is precisely separated. No other circuit is capable of this inclusive selectivity.



The new RCA Dynamic Loudspeaker, an integral part of Radiola 62, incorporates refinements and improvements that are the results of extensive research work which has been carried on for many years. It provides superior response over a greater number of musical octaves than have ever before been heard in radio reception.

The remarkable performance capabilities of Radiola 62 and the obvious beauty and superior craftsmanship of its cabinet give to its justly proud owner a new conception of Radio.

RCA Radiola 62 without Radiotrons, \$375.00





RCA—Radiola 60

NOT by virtue of its eight powerful AC Radiotrons alone, but also because of many new features in design, Radiola 60 outperforms other radio broadcast receivers with sensitivity, selectivity and tone fidelity that is amazing.

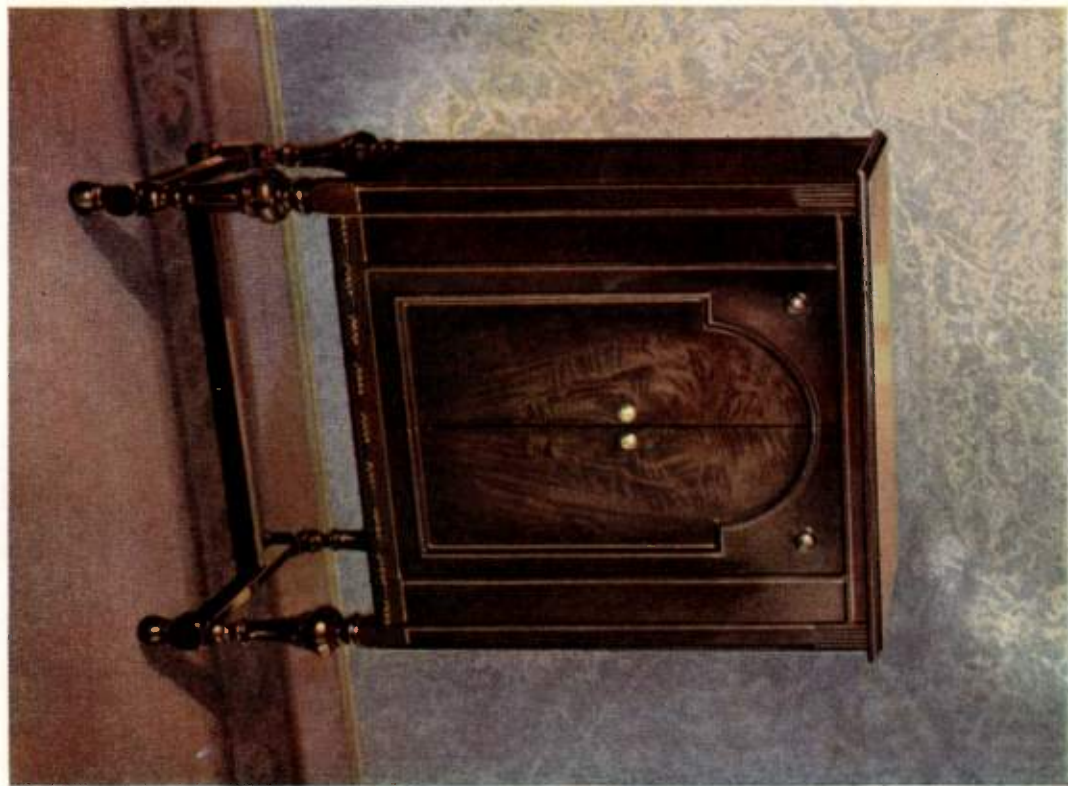
Unlike most receivers, Radiola 60 is super-selective without sacrifice of quality. In other words, it has the ability to separate broadcasting stations precisely in the most congested areas, without excluding any of the musical frequencies that are so necessary to perfect reception. Only the new RCA Super-Heterodyne is capable of this *inclusive* selectivity.

The entire circuit, is operated by a single tuning control. In fact this new Super-Heterodyne has been reduced to such simplicity that no other controls except the customary power switch and volume control are required.

The two stages of *tuned* radio frequency amplification make Radiola 60 so sensitive that a short indoor antenna will usually be sufficient for distance as well as local reception.

Radiola 60 is as beautiful in appearance as it is superb in performance. Its cabinet is a table model of distinguished design in two-toned walnut finish upon the panel of which are mounted cast metal escutcheon plates. Although low in price Radiola 60 shows a degree of perfection in every detail of design and construction that marks it as one of the most progressive steps in radio since the beginning of broadcasting.

RCA Radiola 60 without Radiotrons, \$175.00



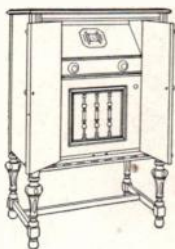


RCA—Radiola 30-A

RADIOLA 30-A is completely socket power operated. Simply plug the extension cord of Radiola 30-A into a convenient lighting socket and it is ready at all times. A short antenna is all that is necessary for even long-distance reception and an efficient antenna coupler is provided for this connection.

The famous eight-tube Super-Heterodyne—supreme in sensitivity, selectivity, tone quality and ease of operation—is the receiving circuit of Radiola 30-A. To this is added a special RCA Power Amplifier Unit in order that great reserve volume without distortion may be brought forth whenever it is desired.

The final interpretation of Radiola 30-A's incoming radio program is given by the famous Loudspeaker Model 100-A, that is built into its cabinet. Faithful reproduction over the entire musical scale, great sensitivity and the ability to handle a substantial volume of music and speech with remarkable clarity are the results of its new features. These and all its other features will make Radiola 30-A a source of legitimate pride to every owner.



**Radiola 30-A, ready to operate from the lighting socket
—complete with Radiotrons, \$285.00**

RCA

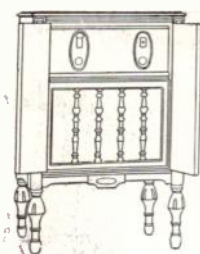


RCA—Radiola 51

RADIOLA 51 is a high quality but low priced lighting circuit operated radio receiver with an inclosed loudspeaker built into a console cabinet of beautiful walnut finish. It contains the radio circuit and power unit of Radiola 18 and the reproducing mechanism of the famous Loudspeaker 100-A.

This combination is well-known for its all around excellence and its inherent qualities of sensitivity, selectivity and simplicity of operation. Like Radiola 18, Radiola 51 employs the perfected RCA tuned radio frequency circuit which consists of three stages of radio frequency amplification, detector and two stages of audio frequency amplification.

Tuning is accomplished entirely by one knob. In addition there is a volume control to regulate the output and a switch to turn the current on and off. Over the tuning control, there is a small electric light which not only illuminates the station selector, but also serves as an indicator that the current is on or off.



By means of its well designed transformers and power tube the receiving unit of Radiola 51 passes a strong, faithfully amplified signal to the loudspeaker which in turn has the ability to handle this substantial volume without rattle or distortion.

Radiola 51 derives all of its operating power from the home lighting circuit (60 cycle, 110 volt) and uses no batteries or detachable power devices.

Radiola 51 less Radiotrons, \$195.00





RCA—Radiola 18

RCA RADIOLA 18 requires neither batteries nor battery eliminators. It operates directly from the lighting socket by means of the new "AC" Radiotrons. Simplicity of operation, sturdy construction and excellent tone quality are outstanding features of this new receiver. Tuning is accomplished entirely by one knob. In addition there is only a volume control to regulate the output and a switch to turn the current on and off.

In Radiola 18, the owner finds important refinements that recent developments have contributed to the radio art. Its compact cabinet, beautifully finished in walnut, contains all the mechanism necessary for operation. Over the tuning control there is a small electric light, which not only illuminates the station selector but also serves as an indicator that the current is on or off.

Radiola 18 employs the perfected RCA tuned radio frequency circuit which consists of three stages of radio frequency amplification, detector and two stages of audio frequency amplification. The power Radiotron UX-171-A used in the last audio stage insures substantial volume without distortion. This Radiola is the culmination of years of research in set and tube design to produce, for a low price, a completely socket power operated receiver.

RCA Radiola 18 without Radiotrons, \$115.00



RCA





RCA—Radiola 16

RADIOLA 16 is a uni-control, six-tube receiver. It employs the perfected RCA tuned radio frequency circuit with three stages of radio frequency amplification, detector and two stages of audio frequency amplification, utilizing five Radiotrons UX-201-A and one power amplifier Radiotron UX-112-A.

In selectivity, sensitivity, sturdy construction and tone quality, Radiola 16 sets a new standard for receivers in its price class. Yet it is so compact that it may be installed anywhere with convenience.

The front panel of Radiola 16 is an integral part of the cabinet itself. All the internal operating mechanism is mounted on a metal chassis which can be withdrawn from the rear of the cabinet.

Radiola 16 is a storage-battery receiver that may be adapted for AC operation by means of socket power devices. All stations are tuned in by means of a single control. There is also a volume control to regulate the output of the receiver and a switch to turn the current on and off. All battery leads, antenna and ground leads and even the Loudspeaker leads are attached to the back of the receiver, so that the neat and symmetrical appearance of the panel is not disturbed by wires.

The cabinet of Radiola 16 is mahogany finished. Its internal construction is extremely sturdy and much care has been exercised in designing the elements to insure long years of service.

Complete with Radiotrons, \$82.75



RCA



RCA—Loudspeaker 103

THE artistic appearance of RCA Loudspeaker 103 is as completely satisfying to the eye as its superb performance is to the ear.

Every semblance of a mechanical device has been effectively eliminated from the encasement. The moulded wooden frame and pedestal resemble hand-carved oak. This frame is many times more durable than one actually carved out of wood. A beautiful tapestry medallion conceals the mechanism of Loudspeaker 103 and completes the decorative design of the instrument.

RCA Loudspeaker 103 will appeal at once to those who are considerate of their home furnishings. Although exceptionally strong and rigid, it is comparatively light in weight. This fact, together with the use of a soft felt pad which is fastened to the bottom of the pedestal will prevent the possibility of marring or scratching any highly polished surface on which the Loudspeaker may be placed.

RCA Loudspeaker 103, \$37.50

RCA



RCA—Loudspeaker 100-A

SINCE the beginning of radio broadcasting no low priced loudspeaker has enjoyed the popularity of RCA Loudspeaker 100-A.

It contains a corrugated cone that is entirely weatherproof and will not rattle. Its pole pieces and armature are extra heavy enabling great volume without saturation. A large size permanent magnet of special alloy steel gives great sensitivity and volume to Loudspeaker 100-A throughout the entire musical range. This magnetic strength will not decline with age, resulting in decreased sensitiveness, as is the case with some loudspeakers. An electrical filter is provided which removes distortion produced by high frequency harmonics and summation tones.

Faithful reproduction over the entire musical scale, great sensitivity and the ability to handle substantial volume of music and speech with remarkable clarity are the results of Loudspeaker 100-A's features.

RCA Loudspeaker 100-A, \$29.00

RCA Radiotrons

Detectors and Amplifiers

RCA Radiotron UX-201-A

The standard storage-battery Radiotron. It is an excellent general purpose Radiotron and it may be used as a detector as well as a radio or audio frequency amplifier.

Price, \$1.50

RCA Radiotron WD-11

A 1.1 volt dry-cell Radiotron with a coated filament. A single Radiotron of this type will operate for weeks on a single dry-cell. It is for use in sets having the special WD sockets.

Price, \$2.50

Radiotron WX-12

Identical in electrical characteristics with the WD-11. It has been designed, however, to convert storage battery radio sets already equipped with either the UX or Navy type sockets, into dry battery sets. Price, \$2.50

RCA Radiotron UV-199

A general purpose Radiotron for use as a detector as well as a radio or audio frequency amplifier. It is designed to operate from dry cells or from a four volt storage battery.

Price, \$2.25

RCA Radiotron UX-199

Identical in electrical characteristics with Radiotron UV-199. It is equipped, however, with the UX base, which fits the universal push type socket. The filament current of this Radiotron as well as that of UV-199 is only 6/100 of an ampere.

Price, \$2.25

Detector

RCA Radiotron UX-200-A

This Radiotron is a super-sensitive yet non-critical detector tube, particularly effective for long distance reception.

Price, \$4.00



RCA Radiotrons



Detectors and Amplifiers **RCA Radiotron UX-112-A**

Radiotron UX-112-A is an improved general purpose tube for storage battery operation. It is extremely sensitive as a detector and gives excellent results as a radio or audio frequency amplifier. Price, \$3.00

RCA Radiotron UX-226 *AC filament type*

Radiotron UX-226 is an amplifier tube that requires no "A" battery. It is designed for receivers operated from the alternating current lighting socket. Radiotron UX-226 is recommended for use in the radio and first audio frequency stages. Price, \$2.50



RCA Radiotron UY-227 *AC heater type*

Radiotron UY-227 is a detector tube requiring no "A" battery. It contains a heater element permitting operation from alternating current. It is especially recommended for detection in sets using Radiotron UX-226. It has a 5 prong base to provide contact not only for the heater element, but also for the grid, plate, and cathode.

Price, \$5.00

RCA Radiotron UX-240

Radiotron UX-240 is a high Mu detector and voltage amplifier designed for use in resistance or impedance-coupled amplifier circuits. Radiotron UX-240 has an amplification factor (Mu) of 30.

Price, \$2.00



RCA Radiotrons

Power Amplifiers

RCA Radiotron UX-250

Radiotron UX-250, is the newest and most powerful amplifier tube for receiving purposes. It will provide far greater loud-speaker volume without distortion than has been possible heretofore. The filament of this power amplifier Radiotron is of the improved coated ribbon type which insures great mechanical strength and long operating life.

Price, \$12.00

RCA Radiotron UX-210

The Radiotron UX-210 is a high power amplifier Radiotron. It is designed for use in the last stage of audio frequency amplification. This is one of the most powerful receiving Radiotrons made. It will provide undistorted output at great volume.

Price, \$9.00

RCA Radiotron UX-120

A power Radiotron for dry battery receivers. It is intended for use as the last audio tube in conjunction with UV or UX-199 Radiotrons in the preceding stages. In spite of its compact dimensions, it provides exceptional volume without distortion.

Price, \$2.50

RCA Radiotron UX-171-A

Radiotron UX-171-A is a power-amplifier Radiotron for use only in the last audio amplifier stage. For power output, this Radiotron occupies a place between Radiotron UX-112-A and Radiotron UX-210.

The use of this Radiotron in the last amplifying stage of a storage battery receiver enables the handling of greater volume without distortion.

Price, \$3.00



RCA Radiotrons



Special Amplifier

RCA Radiotron UX-222

Radiotron UX-222 is a four electrode, Screen Grid Tube, particularly designed for radio-frequency amplification. It may also be used as an audio-frequency amplifier in resistance coupled circuits. UX-222 may be used in either dry or storage battery sets, which have been designed especially for this tube.

Price, \$6.50

Rectifiers

RCA Radiotron UX-280

Radiotron UX-280 is an improved *full wave* rectifying tube that contains a coated ribbon filament, which is extremely sturdy and gives high emission with low power input. The maximum output is 125 milliamperes.

Price, \$4.50

RCA Radiotron UX-281

Radiotron UX-281 is a *half wave* rectifier tube of the coated ribbon filament type. Its maximum output capacity is 85 milliamperes. Two Radiotrons UX-281 may be used for full wave rectification.

Price, \$7.50

Special Purpose Radiotrons

RCA Radiotron UX-874 *Not illustrated*

A voltage regulator tube for use in "B" battery eliminators and in RCA Loud-speaker 104. It insures a constant potential of 90 volts to the receiver regardless of the amount of "B" current drawn.

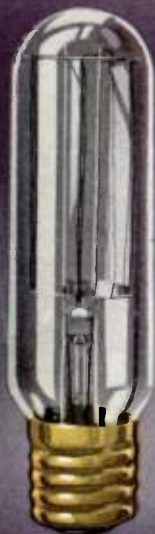
Price, \$4.75

RCA Radiotrons

UV-876 and UV-886

Radiotron UV-876 and UV-886 are ballast tubes or current regulators. They automatically maintain a constant input irrespective of fluctuations in line voltage.

Price, each, \$6.50



RCA



RCA—"B" Eliminator

THE NEW RCA "B" Eliminator is a decided improvement over all previous types. It is sturdy, compact and reliable. The cost of operation is unusually low and it will last indefinitely in service. The power output is ample for sets having up to eight tubes with a power tube in the last stage.

RCA "B" Eliminator, \$48.00.



Notice

THE apparatus and devices which, or the use of which, are covered by patents are sold only under certain specified licenses set forth in a notice attached permanently to the said apparatus and devices, or if this is impracticable on account of size, then on tags or wrappers attached to the said apparatus and devices or on the cartons containing the same. This license notice is as follows:

"In connection with the devices it sells, Radio Corporation of America has rights under patents having claims (a) on the devices themselves and (b) on combinations of the devices with other devices or elements, as for example in various circuits and hook-ups.

"The sale of this device carries a license under the patent claims of (a), but only for (1) talking machine uses, (2) radio amateur uses, (3) radio experimental uses and (4) radio broadcast reception; and only where no business features are involved.

"The sale does not carry a license under patent claims of (b) except only (1) for legitimate renewals and repairs in apparatus and systems already licensed for use under such patent claims on combinations, (2) for assembling by amateurs and experimenters, and not by others, with other licensed parts or devices, or with parts or devices made by themselves, but only for their own amateur and experimental radio uses where no business features are involved, and not for sale to or for use by others, and (3) for use with licensed talking machines and licensed radio broadcast receiving devices; and only where no business features are involved."



Stations

Associated with NBC System

STATIONS

Ownership

WEAF	National Broadcasting Company, Inc., New York, N. Y.
WJZ	Radio Corporation of America, New York, N. Y.
WEEI	Edison Electric Illuminating Company, Boston, Mass.
WBZA	Westinghouse Electric and Manufacturing Company, Boston, Mass.
WBZ	Westinghouse Electric and Manufacturing Company, Springfield, Mass.
WTIC	Travelers Insurance Company, Hartford, Conn.
WJAR	The Outlet Company, Providence, R. I.
WTAG	The Telegram Gazette, Worcester, Mass.
WCSH	Congress Square Hotel Company, Portland, Me.
WFI	Strawbridge and Clothier Company, Philadelphia, Pa.
WLIT	Lit Brothers, Philadelphia, Pa.
WRC	Radio Corporation of America, Washington, D. C.
WBAL	Consolidated Gas, Electric Light and Power Company, Baltimore, Md.
WGY	General Electric Company, Schenectady, N. Y.
WGR	Federal Radio Corporation, Buffalo, N. Y.
WHAM	Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y.
WCAE	Gimbel Brothers, Pittsburgh, Pa.
KDKA	Westinghouse Electric and Manufacturing Company, Pittsburgh, Pa.
WTAM	} WTAM and WEAR, Inc., Cleveland, Ohio
WEAR	
WWJ	The Detroit News, Detroit, Mich.
WJR	WJR, Inc., Detroit, Mich.
WSAI	U. S. Playing Card Company, Cincinnati, Ohio
WLW	Crosley Radio Corporation, Cincinnati, Ohio
WGN	} Tribune Company and Liberty Weekly, Inc., Chicago, Ill.
WLIB	
WEBH	Edgewater Beach Hotel Company, Chicago, Ill.
KYW	Westinghouse Electric and Manufacturing Company, Chicago, Ill.
KSD	St. Louis Post-Dispatch, St. Louis, Mo.
KWK	Greater St. Louis Broadcasting Corporation, St. Louis, Mo.
WOC	Palmer School of Chiropractic, Davenport, Ia.
WHO	Bankers Life Company, Des Moines, Ia.
WOW	Woodmen of the World Life Insurance Association, Omaha, Neb.
WDAF	Kansas City Star, Kansas City, Mo.
WREN	Jenny Wren Company, Kansas City, Mo.
WCCO	Washburn Crosby Company, Minneapolis-St. Paul, Minn.
WRHM	Rosedale Hospital, Minneapolis-St. Paul, Minn.
WTMJ	The Milwaukee Journal, Milwaukee, Wis.
KOA	General Electric Company, Denver, Colo.
WHAS	The Louisville Times and The Courier-Journal, Louisville, Ky.
WSM	National Life and Accident Insurance Company, Inc., Nashville, Tenn.
WMC	Memphis Commercial Appeal, Inc., Memphis, Tenn.
WSB	The Atlanta Journal, Atlanta, Ga.
WBT	C. C. Coddington, Inc., Charlotte, N. C.
KVOO	Southwestern Sales Corporation, Tulsa, Okla.
WFAA	Dallas Morning News, Dallas, Texas
KPRC	Houston Post-Dispatch, Houston, Texas
WOAI	Southern Equipment Company, San Antonio, Texas
WBAP	Fort Worth Star-Telegram, Fort Worth, Texas
WRVA	Larus and Brother Company, Richmond, Va.
WJAX	City of Jacksonville, Jacksonville, Fla.
KPO	Hale Brothers and the San Francisco Chronicle, San Francisco, Cal.
KGO	General Electric Company, San Francisco, Cal.
KFI	Earle C. Anthony, Inc., Los Angeles, Cal.
KGW	Oregonian Publishing Company, Portland, Ore.
KOMO	Fisher's Blend Station, Inc., Seattle, Wash.
KHQ	Louis Wasmer, Inc., Spokane, Wash.
WEBC	Head of the Lakes Broadcasting Company, Duluth, Minn., and Superior, Wis.



Hear the Radiola in Your Home!



HAT better test for a radio than to hear it in the quiet of your home!

Store demonstration is hardly sufficient. Conditions there may be more favorable—but in your home, erected just where it will remain should you decide to purchase—that is the test.

We know what the Radiola will do. We know how smooth, how clear, how pleasing it sounds. That is why we ask you to hear it as you always will hear it—at home.

Step in at the store. Inspect the new one-dial, trouble-proof electric Radiolas. See for yourself how simple, how easy they are to operate.

Select the set that appeals to you, and we'll install it without the slightest obligation to you.

*I*T'S false
economy to pay a
little less for a set of
doubtful quality
when a plan of con-
venient payments
makes it possible
for you to possess a
Radiola - the best
that money can buy.



*Ask us about this plan
of convenient
PAYMENTS*