

CELEBRATING
MIDWEST'S
20th Anniversary

**TELEVISION
ADAPTATION**

1940

**FACTORY TO YOU
SAVE UP TO 50%**

THE RADIO INDUSTRY'S LEADERS CONGRATULATE MIDWEST ON ITS 20TH ANNIVERSARY

Sylvania Radio Tube Division
Hygrade Sylvania
CORPORATION

April 18, 1939

Mr. A. G. Hoffman, President,
Midwest Radio Corporation,
Cincinnati, Ohio.

Dear Mr. Hoffman:

It is a pleasure to add our congratulations to the many that you must be receiving on the occasion of the twentieth anniversary of your firm.

We have watched with interest and admiration the growth of Midwest Radio Corporation. We are proud of the cordial business relation that has existed between our two companies during that period.

Please accept our best wishes for your continued success.

Yours very truly,

HYGRADE SYLVANIA CORPORATION

B. G. Erskine
President

MICAMOLD RADIO CORPORATION
Manufacturers of
Condensers and Resistors

April 14, 1939

Mr. A. G. Hoffman, President
Midwest Radio Corporation,
Cincinnati, Ohio.

Dear Mr. Hoffman:

Allow me to express our congratulations on your twentieth year in the radio industry.

Midwest Radio Corporation, as one of the pioneers in the building of radio receivers, deserves a great deal of praise for their achievements during these past twenty years and are, probably, one of the oldest set manufacturers in America today.

I extend to you our best wishes for your continued success.

Sincerely yours,

MICAMOLD RADIO CORPORATION

The Magnavox Company
Pioneers in Sound Reproduction
Fort Wayne, Indiana 1934

April 18, 1939.

Mr. A. G. Hoffman, President,
Midwest Radio Corporation,
Cincinnati, Ohio.

Dear Mr. Hoffman:

As one pioneer in the radio industry to another, we take a great deal of pleasure in extending our congratulations to you on your Twentieth Anniversary.

We have come to have a high regard for the integrity and progressiveness of your management. It is our prediction that you will continue for a long time.

Best wishes for your continued success.

Sincerely,

THE MAGNAVOX COMPANY INCORPORATED

General Sales Manager

SSS:B

TRANSFORMER CORPORATION
2801 ADDISON STREET
CHICAGO, ILLINOIS
UNDERGROUND 1-10

April 17, 1939.

Mr. A. G. Hoffman, President,
Midwest Radio Corporation,
Cincinnati, Ohio.

Dear Mr. Hoffman:

I take this opportunity to congratulate you and your associates on the twentieth anniversary of the Midwest Radio Corporation.

As your transformer suppliers for many years, we have followed with pride the growth of the Midwest Radio Company and extend our sincere best wishes for your future.

Very truly yours,

CHICAGO TRANSFORMER CORP.

W. J. LEIDY,
President

BELDEN MANUFACTURING COMPANY
4441 WEST VAN BUREN STREET
CHICAGO

April 19, 1939

Mr. A. G. Hoffman, President,
Midwest Radio Corporation,
Cincinnati, Ohio.

Dear Mr. Hoffman:

I would like to congratulate you on completion of your twentieth year in the manufacturing of radios. Truly this is a splendid record. May our very cordial relations continue for another twenty years.

Yours very truly,

HARRY A. NEIL,
Manager Industrial Sales

HAN:ES

Centralab

April 19, 1939

Mr. A. G. Hoffman,
Midwest Radio Corporation,
Cincinnati, Ohio.

Dear Mr. Hoffman:

Twenty years seem much shorter looking back than when looking ahead, but it is a mighty long time in the radio business.

Twenty years label you as one of the few real pioneers of the industry still in prominence.

Congratulations on your Anniversary!

Cordially yours,

CENTRALAB

Vice President

EBDeiman:el

This year marks the achievement of 20 years of Midwest progress. Twenty years of radio pioneering and leadership. Nearly every year has seen some fundamental advance in Midwest design . . . Only a very few other radio manufacturers can point to an unbroken record of accomplishment which dates back as far as 1920, when radio was called "Wireless."

So this year, 1940, Midwest celebrates its twentieth anniversary by offering you the most sensational radios we have ever offered in twenty years . . . the letters and comments shown here are just a few typical expressions received from our many friends in the radio industry congratulating Midwest.

"During your twenty years of continuous operation, you have contributed much to the radio industry and we are proud to number you among our good customers."—**THE GENERAL INDUSTRIES COMPANY**

"As we look back, there are only a select few that are still going strong out of the large number that started 20 years ago. Congratulations and much success."—**CORNELL-DUBILIER ELECTRIC CORPORATION**

"Congratulations on your Twentieth Birthday! We are proud and happy to

have served you and sincerely hope that we can continue to supply you in the many years to come."—**ARCO TRANSFORMER & ELECTRIC CORP.**

"Congratulations to you and your associates. You have faithfully served for twenty years with entertainment apparatus which has brought pleasure and satisfaction into thousands of homes."—**SOLAR MANUFACTURING CORPORATION**

"It is a tribute to your progressiveness and resourcefulness that you have kept your place among the foremost manufacturers of sets during all these years of evolutionary and revolutionary changes."—**AMERICAN LAVA CORPORATION**

"Permit us to extend to you our congratulations upon the anniversary of the business founded by you twenty years ago."—**HAZELTINE CORPORATION**

EVERY 1940 MIDWEST 17, 12 AND 9 TUBE RADIO IS TELEVISION ADAPTABLE

In engineering this new 1940 line of radios, and in planning for the developments which will come, in the future, Midwest engineers worked out a far-sighted program. Their plans not only enable you to enjoy the finest radio performance that the world has to offer today—but make it immediately possible for you to enjoy a radio that gives today's most advanced performance and is so designed that it can later on accept a Midwest Television Adapter. Midwest has always endeavored to keep ahead of the times—by offering features ahead of the industry in general—Midwest NOW presents its new 1940 Models which are **DESIGNED FOR THE FUTURE**. That's why you will own a *radio-designed-for-tomorrow* when you own a Midwest today.

MIDWEST PROTECTS YOU WITH TELEVISION ADAPTATION —THAT IS WHY YOU CAN BUY A MIDWEST WITH CONFIDENCE TODAY!

All 1940 Midwest 17, 12, and 9 tube models are equipped with jacks on the rear of the chassis to which a low cost sight adapter can be plugged in at any future time. A piano-like key is provided on the tuning panel of the new 17 and 12 tube radios which is merely pressed to switch the adapter to the sound circuit of the radio for television. This engineering development will make it easy, when television transmission eventually becomes available in your locality, to receive Television programs on your Midwest. The saving you will make on the adapter will be as substantial

as the one you make now—from 30% to 50% because you deal directly with the Midwest factory.

The provisions we have made for television are engineered into the set whether you use them now or later on. Remember—television adaptation in no way detracts from the marvelous performance or the simplicity of operation of the radio on all bands. It is standard equipment and there is no extra charge for this feature. (Midwest absorbs this extra cost now, to protect Midwest users for the future.)

**MIDWEST
OWNERS
SAY THEY...**

SAVE BIG MONEY



I have been to five leading department stores in New York City looking for the type radio I wanted, but failed to find anything under \$260.00.

When we opened the box and saw that beautiful piece of furniture it took my breath away. Our friends and relatives were amazed.

Miss Mary Rosella
2 Elinor Avenue
Merrick, L.I., N.Y.



Permit me to express my complete satisfaction with the CT-17 Midwest Radio Chassis I purchased from you. It has surpassed on every score, my expectations of the possibility of radio today.

Its tone is the purest of any I have heard.

Milo Petrasek
5121 South Spaulding Ave.
Chicago, Ill.



We are very well pleased with our 12 tube Midwest because of the many different stations we can get that we could not get on our other radio, and stations come in strong and clear.

The foreign reception is wonderful as I get more new stations every time I try short wave.

Alfred Wenger
1145 Shadyside S.W.
Canton, Ohio.



The 17-tube Midwest is a marvelous radio. In beauty of design and mechanical operation it is more than I anticipated. It brings the foreign stations in as clearly as the local, with the full benefit of all the orchestral instruments.

John W. Gilden
490 W. 187th St.
New York City, N. Y.



I am more than pleased with my Midwest radio. It is a radio beyond comparison. After hearing well-known sets costing up to \$250.00, I would not part with my Midwest.

You must see and hear this Midwest yourself to appreciate it.

Pete Welland
5226 Jules Street
St. Louis, Mo.



Have thoroughly tested and found that there is no other radio on the market equal to the D-17. Foreign and distant American stations come in clear as a bell.

Had four radios of different makes in the last fifteen years but the Midwest beats them all.

Gig Barker
F. O. Box 52
Gig Harbor, Washington.

Regardless of how much money people have, they always like to save money, provided of course the quality is right. Since 1920, Midwest Radio Corporation has been saving people a great deal of money by offering sensational high quality radios . . . direct from the factory

Midwest has long been known for high performance, for glorious tone realism and "overseas" reception and for giving people even much more than they expect for their money. But don't take our word for it, just read what some of these owners say.

MIDWEST OWNERS SAY:

Mr. Richard Ott up in West Springfield, Mass. says "Model D-17 has proved performance above all other sets costing two to three times the price of Midwest."

A housewife, Mrs. Justin Michalek, Milwaukee, Wisc. writes: "My Model B-17 is a \$150.00 radio for \$76.75."

Down in Knoxville, Tenn. Mr. Geo. Hess says: "My Midwest L-12 is superior to any set I ever heard at a price $\frac{1}{2}$ to $\frac{1}{3}$ of the best of them."

Out in Pleasant Hill, Mo. Mr. E. L. Hildwein writes, "The CT-17 chassis for quality is worth far more than the purchase price."

Mr. L. H. Lochte of Buffalo writes "Friends believe we paid twice the price of our Midwest 17" . . . "Congratulations on making such a beautiful radio and passing the savings on to the public," writes Mr. Fred Wiehe of Brooklyn, owner of A-12.

Mrs. J. Taggart of San Francisco says, "Model CP-17 Midwest Phonograph-Radio Combination is a marvelous instrument. My friends admit their expensive radios cannot compare. Midwest is very fair and honest in their dealings."

Mr. F. M. Crawford of Connersville, Ind. writes, "My Midwest model BP-17 gives me in addition to world wide reception and ease of tuning a quality of true tone values not found in ordinary sets and at a price even below ordinary sets."

Mr. Henry Behr of Baltimore, Md. writes, "All my friends say they have never seen a finer console than my model D. I can say it is tops in radio."

We receive hundreds and hundreds of letters like these from people all over the United States, Canada, and Foreign Countries, telling us of the big savings of many dollars they made by buying the Midwest way and of the extra value in glorious toned long distance radios they received.

MIDWEST CUTS THE HIGH COST OF DISTRIBUTION

You deal direct with the men who made your radio. When we founded this Company way back in 1920 when radio was known as "wireless," we decided to break away from the ordinary methods of distributing merchandise, sell direct to the user and offer a better product for less money. And when we say *direct from the factory*, we mean just that — Savings in handling, shipping, selling, and reselling costs, fewer steps between you and us, fewer hands, fewer profits. That's why you will not find a Midwest in a store. In fact we made a test of several factory branch stores of our own and found that with the high overhead such as store rent, light, heat, salesmen's commissions, and salaries, and numerous other expenses that we would have to charge much more for a radio than when sold direct from our factory to user.



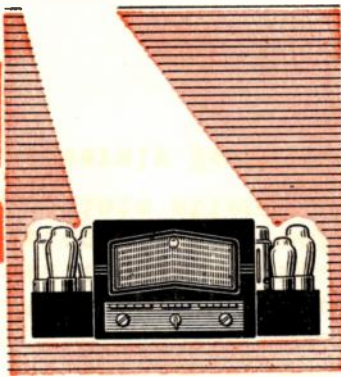
MIDWEST

RADIO CORP.

909-11 BROADWAY

CINCINNATI-OHIO-U.S.A.

ESTABLISHED 1920
TRADE MARK MIDWEST
LICENSED BY RCA



CABLE ADDRESS
MIRACO CINCINNATI
ABC 5TH EDITION

From the
Office of
The President.

DEAR RADIO FRIEND:

Only once in a blue moon do you see a Radio Invention like this! . . .
You know how often you have listened to a radio with that "Barrel-like" muffled tone. You know how false in tone some of them sound . . . how you often have to strain to hear the musical tones when an orchestra is playing? Here is a new Radio Invention that does away with all that -- It's the new exclusive "ORGAN-FONIC FILTER" (organ type resonating Pipes) used on the latest 1940 Midwest 17-tube receiver.

A greater improvement in radio tone has never, in our opinion, been engineered, that so gripped the imagination and fired the enthusiasm of technicians and talented musicians who appreciate high fidelity reception. This is only one of the many marvelous new Midwest features that result in beautiful tone reproductions, true depth and greater richness of tone.

BE YOUR OWN MUSICAL DIRECTOR

In addition, these new 1940 Super long distance models have the "Organ Key Tone Control" feature which means that all you need do is lightly touch any of the four keys and you are the absolute master of color-tone changes in music, just as effectively and easy as a great musical director controls his orchestra.

TOUCH KEY TUNING

Of course, the new models have all the other import
as Television (page 3), TOUCH KEY TUNING
that gives you the Dial, etc. of your favorite

I could describe many pages in explaining the brand-new features of these radios, but the advantages are described in the 20th Anniversary Catalog you asked for. Please read every word of it. You'll find it interesting and exciting.

AMAZING VALUES POSSIBLE BECAUSE YOU DEAL DIRECT!

We offer these fine, large radios for so little money, simply because we sell direct to you from our factory -- and our 1940 values are so sensational (due to sales volume built up in 20 successful years of radio construction) -- that some people can't believe their own eyes when they see our Factory prices.

WILL YOU DO ME A FAVOR?

I'll take all the risk if you'll try the Midwest radio that appeals to you, on a straight 30-day trial. Yes, I'll send it to you COMPLETE . . . ready to plug in and play . . . ready to entertain you for a GOOD, LONG 30 DAYS. Yes, sir. I'm convinced that a long-time trial like this will convince you, your friends and your neighbors, that Midwest offers so much more for the money in beauty, perfection, performance . . . in actual BIGGER VALUE. I know from experience that a Midwest will so delight you and advertise itself as a big 1940 value that you will have folks asking you to get Midwest for them (which you can do at a nice profit for yourself). (See page 5). That is one way our sales grow -- friends seeing and hearing them in friends' homes. Now, because we offer features that can't be secured elsewhere, our orders are beyond all expectations.

TRY THE MIDWEST 30 DAYS BEFORE DECIDING

Unless 30 days of actual enjoyment, use and comparison with costliest new radios satisfy you 100% that the Midwest you have is an unbeatable radio value -- DON'T keep it! Be thoroughly convinced AT OUR RISK. The verdict of you and your friends is final during the 30-day trial period. We predict a big price advance is due soon, owing to the advancing cost of raw materials and the upswing in business. So by buying NOW at our present low prices you may make an additional saving. Be among the first in your neighborhood to own a 1940 Midwest Television-Adapted radio. Your friends will admire it. I'll see that your order is given immediate attention, so send it to me TODAY!

Sincerely Yours for better radio enjoyment,

MIDWEST RADIO CORPORATION

A. G. Hoffman

President.

AGH:RS

P. S. -- Remember, regardless whether your order is for CASH or EASY PAYMENT, you get 30 Days' Trial.

SEE NEW LOW
OWN PAYMENTS
ON
ORDER BLANK

**SEE NEW LOW
DOWN PAYMENTS
ON
ORDER BLANK**

SERVICE NOTICE AS ADVERTISED

We have an authorized Midwest Service Man in your locality, who is prepared to take care of your radio service requirements, promptly and intelligently. On receipt of your order we will immediately advise you his name and address.



Although the Super DeLuxe 17-Tube Model "CP" radio-phonograph combination is preferred by most critical radio buyers — Midwest answered the demand for an extremely low-cost radio-phonograph chassis by developing the special 14-tube combination shown here.

While the radio chassis does not incorporate as many features as the DeLuxe receivers shown in the catalog, it is a good radio value. This chassis covers the standard broadcast band . . . from 550 to 1750 KC (545 to 180 Meters) and the American and Foreign short-wave band from 54½ to 22 Meters. While the

electric phonograph does not have as many features as the DeLuxe 12 or 17-tube radio-phonographs, it plays standard records and gives good performance.

Model "RP-14" radio-phono combination, chassis, tubes, electric phonograph and 5" dynamic speaker.

Phonograph measures 12¼" wide, 8¼" deep, 5½" high.

Chassis measures 13½" wide, 7½" deep, 6" high.

NET CASH FACTORY PRICE \$22.50

TIME-PAYMENT PRICE 25.88

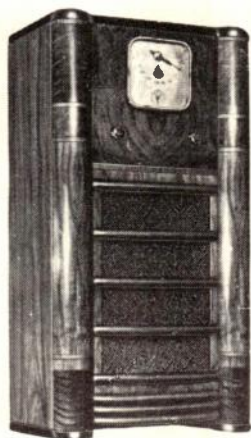
(\$10.88 down, and balance at rate of \$5 a month for three successive months.)

Model "R-14" tube chassis, tubes and 5" dynamic speaker (described above).

NET CASH FACTORY PRICE \$19.95

TIME-PAYMENT PRICE 22.95

(\$7.95 down and \$5.00 a month for three successive months.)



Model "X", 14-tube radio cabinet model, complete with 14-tube special chassis (described above) tubes and 5" speaker.

Cabinet size: 15½" wide, 9½" deep and 29" high.

NET CASH PRICE \$29.95

TIME-PAYMENT PRICE 34.44

(\$14.44 down payment and balance at rate of \$5 a month for four successive months.)

The above Models are sold on our regular 30 days' trial.

May we suggest that you carefully consider the Midwest values offered in our new 1940 catalog? A point-for-point comparison will show you that the 17-tube, 5-band radios and our other 1940 long-distance radios Super DeLuxe represent outstanding radio values. See for yourself what Midwest is offering you in a combination of Organ-Fonic Tone Filter, Organ Key Tone Control, Dynamic Dual Speakers (on the 17), Anten-A-Scope, 5 Wave Bands, and many other features at factory-to-you prices that we say are 30% to 50% less than you would pay for radios of equal value elsewhere.

The Midwest Factory-To-You Plan meets with enthusiastic approval from buyers everywhere, who say, "Midwest gives you so much more for your money." Now, read the new 1940 Midwest catalog carefully — see for yourself the sensational radio bargains that are pictured on each page. Choose YOUR set from the catalog — a 30-Day Trial will convince you that Midwest offers outstanding radio features and sensational values in 1940 TELEVISION-ADAPTED radios.

MIDWEST RADIO CORP.
CINCINNATI, OHIO, U. S. A.

A Few Words About TRADE-IN ALLOWANCES

Lots of folks are being "hoodwinked" on offers to "Trade-in" their old sets. Here are some inside facts: Distributors buy their radios at a big discount which leaves a long margin for "trading." In many cases, the retail prices are "jacked up" to allow for this trade-in practice.

Comparing Midwest "Direct from Factory" prices — with the ordinary retail method, where middlemen share in the profits — you will readily see that Midwest is actually giving you the equivalent of a very liberal allowance, through our direct-from-factory-to-user plan of merchandising.

Take our Model A-17 Radio Console as an example. If we were to sell such a 5-Band 17-Tube model through stores, or dealers, we would have to put a retail price on it of up to \$140.00 so that we could allow the dealer a discount and a margin of about \$40.00 for "Trade-in."

But we do nothing of the kind! We sell it at the low direct factory-to-you price of only \$69.95. At this price, you can easily see that we are allowing the equivalent of a \$40.00 trade-in allowance (and you keep your old radio), and giving you a big saving besides when we sell such a model at this low price!

The same holds true of the other models shown in this catalog. Any way you figure it, you are easily getting up to the equivalent of \$40.00 trade-in allowance (depending on the model you choose), when you buy direct from us at our amazingly low factory-to-you prices.

Naturally, when a manufacturer boosts the retail price on his radios in order to enable a dealer or store to offer a trade-in allowance, he is, of course, only providing for an imaginary allowance. In other words, he has "increased" or "raised" the price so that the dealer can then "lower" it to provide for the fictitious trade-in!

You can't blame a dealer, though. He is entitled to use the so-called "trade-in" as a "come on" to get people into his store.

But, just the same, there is nothing to stop you from coming to us, as thousands of others have been doing since 1920 . . . and buying at big savings "Direct From The Factory."

ON POWERFUL, RICH TONED RADIOS AT DIRECT FACTORY PRICES

YOU GET QUALITY, THRU AND THRU

There is no compromise in the quality of a Midwest Radio, no skimping or economizing of workmanship or materials. Every single part that goes into the making of a Midwest is carefully inspected and tested in our own laboratory. Midwest men take pride in building radios to the exacting standards of Midwest master craftsmanship. Many have been with the company since the beginning, others for ten or fifteen years. You will find it a pleasure to do business with these men.

A FULL YEARS WARRANTY

The warranty bond that comes with each Midwest radio certifies that the radio is warranted for one full year against defective parts and workmanship, according to the terms of the warranty bond (with the exception of tubes which are warranted for ninety days).

Midwest Radios are built of highest grade parts which have been carefully tested for long life and durability—because we know what you want most of all is enjoyment of your radio for many more years than a warranty can be written—in other words, performance rather than the best of promises.

30 DAYS TRIAL OFFER

Instead of having to make a quick decision, you can be your own judge, your own jury. No one attempts to "sell you," but the radio itself convinces you by its performance. The Midwest 30 Day Prove-it-Yourself Plan enables you to test the Midwest set you select from the catalog . . . at your own convenience . . . under every day and night condition . . . in good weather or bad . . . in the privacy of your own home! This means that you are the final judge—you, your family and your friends. Midwest guarantees your satisfaction! If the receiver or chassis you order is not all that we claim for it, if it does not perform as we say it will, return it within the 30 days trial period . . . and after receipt, the money you paid will be cheerfully refunded.

(This offer only applies within the Continental borders of the United States and Canada)

In this catalog are today's big sensational radio values . . . direct from the factory . . . at prices that represent amazingly big savings. The outstanding features of these new 1940 radios assure amazing performance, perfect realism, new beauty of tone, new wealth of power, greater sensitivity and hair line selectivity. They result in absolutely consistent reception of domestic stations and make it easy to tune in foreign stations from extreme distances under favorable conditions.

No ordinary standards suffice for Midwest. Our engineers go beyond the requirements of ordinary radios. They set standards and requirements so high that when a Midwest is finally marked "Ready for shipment," it has been subjected to many, many different and exacting tests and inspections, which have been made in order to check and double check its precision and performance.

EASY PAY PLAN—USE YOUR CREDIT

Lower prices are made possible because Midwest sells direct to you, instead of through jobbers and dealers—saving you up to 50%. And now, Midwest's Easy Pay Plan enables you to enjoy the world's

finest radio performance, and to pay for your Midwest on amazingly easy and fair terms. The Payments are so small you'll never miss them. So why deny yourself any longer? Why be content with an ordinary radio when you can have a modern, powerful Midwest which is adapted for television? Select your Midwest now, today, and pay for it on a plan designed to suit your convenience!

USER-AGENTS MAKE EXTRA MONEY

Here is another way you can benefit by dealing with Midwest. Owners, everywhere, enthuse over the sensational Midwest User-Agent Plan. It enables them to pay for the Midwest radio that they ordered—and, in addition, to make many extra dollars in their spare hours. This sure-fire, profit-making plan will be sent you AFTER you have purchased a Midwest—when you have learned for yourself the new joy, new excitement and new pleasure it will give you.

This special offer is made only to Midwest customers and authorized Service Men, so join the army of satisfied Midwest users today—and then you'll be ready to earn extra money in the new, easy Midwest way. You positively do not need any sales experience or special training to become a Midwest User-Agent. Our simple, proven plan enables you to pocket nice cash commissions . . . without any special effort on your part. No super-salesmanship, no skill, no canvassing, no experience necessary. So send your order NOW!

IMPORTANT NOTICE

All Midwest sets listed in the catalog are designed for operation with regular 105 to 125 volt, 60 cycle alternating current such as is supplied for most communities throughout the United States.

However if you live in a locality where 25, 40, or 50 cycles current is supplied or where the line voltages are other than 105 to 125 volts then an additional charge of \$2.50 is made for any Midwest radio model ordered. Be sure to state voltage and cycles required, otherwise we will ship the regular 105 to 125 volts 60 cycle alternating current model.

FREE WITH EVERY MIDWEST

With every Midwest Radio there is included without additional charge a World Time Chart, Radio Log, Full Operating Instructions and Hints on Radio Reception.

OM FACTORY... SAVES YOU MONEY!

YOU

5



DON'T JUDGE A RADIO BY O LOOK INSIDE BEFORE YO

MIDWEST FEATURES



TOUCH KEY TUNING. — Six piano-like keys for instant, touch, tuning. Press a key and there's your station. It's as simple as that.



ANTEN-A-SCOPE. — A built-in aerial system that brings in local and near-by stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.



DOUBLE ACTION TUNING EYE. — Built right into the handsome panel dial. This "eye" blinks when you hit those extremely distant stations while using the regular tuning method.



LATEST TUBES. Every tube a useful tube... and carefully selected for its individual job in the set. Positively no dummy tubes and no tube overworking in the circuit. Most manufacturers use multi-tubes in their most costly sets.



PRECISION VARIABLE CONDENSER. Ball bearing, three-gang, laboratory type. Vibration protected. Precision balanced... guaranteeing long life and accuracy of calibration.



CHASSIS. Heavy duty. Made of auto body steel. Beautifully cadmium plated. Characterized by simplicity of design, sturdiness of construction and by the fine workmanship of mastercraftsmen.

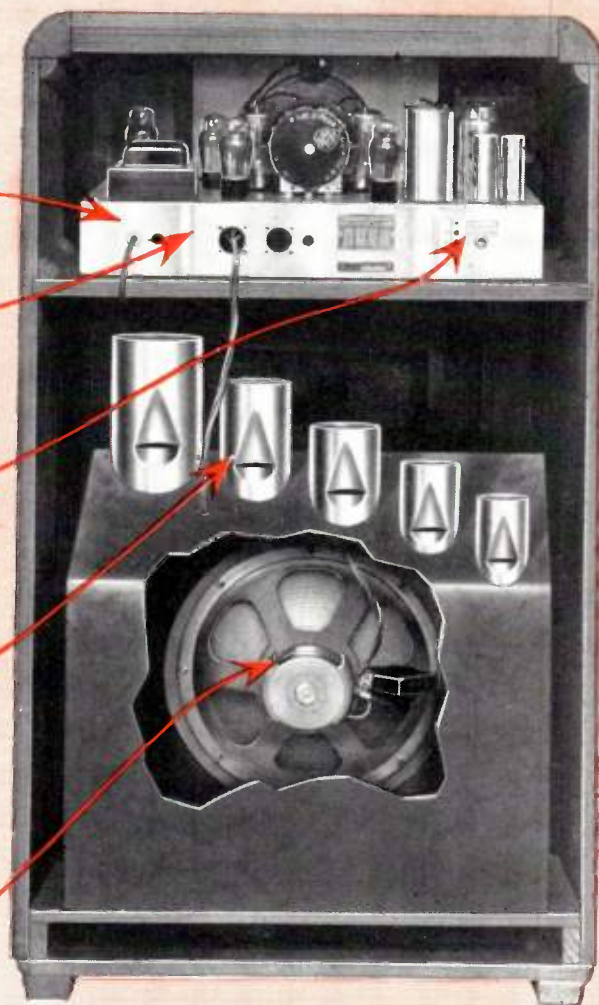
EVERY INCH A RADIO. No skimping or saving on space to reduce the size and cost of the chassis. Ample tubes, scientifically used, for best performance. Balanced unit construction.

AMPLE-SIZED carefully tested and inspected parts. Five wave bands. Adequate coverage. Domestic and foreign reception clear and undistorted under normal conditions.

PROVISION FOR TELEVISION. The Midwest adaptation circuit jacks and television touch key make certain that your radio will not become obsolete, when television becomes practical in your locality.

ORGAN TYPE RESONATING PIPES, in graduated sizes, more than triple baffle effect. These multiple resonant acoustic chambers deliver the true round rich tones of all the instruments being reproduced... just as if you were present in the broadcasting studio.

DUAL DYNAMIC SPEAKERS. (17-tube models) Two speakers are better than one because a single speaker cannot as effectively reproduce all frequencies in the sonic spectrum. Midwest uses one giant heavy weight twelve-inch speaker (with another small light weight auxiliary speaker enclosed within the larger one) for absolute faithfulness of reproduction.



REAR VIEW MIDWEST 17 TUBE RADIO

It's what's inside the cabinet that counts in a radio—it's the character, size, quality, engineering and engineering units, inside a cabinet, that give you the real performance you have a right to expect, in your home. While some radios may look good from the front, it is an entirely different story when you view them from the rear. It is the size and

quality of what is inside that gives you the fine tone, selectivity, smoothness of operation, and freedom from objectionable noise. So we say, see the details of the above photograph. See how well made a Midwest really is. See what important features you obtain in a Midwest... at the low factory-to-you price.

OUTSIDE APPEARANCE ALONE U MAKE UP YOUR MIND

MIDWEST FEATURES - Cont.



ORGAN TONE KEY CONTROL. You touch a key to blend harmonics to any desired richness of tone. You are the absolute master of color-tone, changes in music... brass, string, vocal, or orchestra... just as effectively as a great musical director. With four keys, you actually choose fourteen distinct variations of tone. You will never be satisfied again with ordinary methods of tone control.



FIVE WAVE BANDS. A "click" of the Dial-A-Band Wave Changer and you swiftly change from band to band. Five bands give you a world of entertainment, from... Amateur, Commercial, Experimental, Airplane, Ship and FOREIGN.



HEAVY DUTY POWER TRANSFORMER. The specifications on Midwest transformers are far more rigid than is absolutely necessary to insure faithful voltage at all times... regardless of power line fluctuations to guarantee long trouble-free life.



FULL RUBBER FLOATED CHASSIS. Five rubber mountings isolate the chassis from the speaker and give much the same effect as "floating power" in an automobile. It eliminates any vibrations set up by the tremendously powerful tone amplification.



IMPREGNATED COILS. Every inductance coil in Midwest multi-tube sets is wound in our own coil department under the supervision of our laboratory technicians. These coils are then impregnated and sealed against atmospheric and climatic changes.

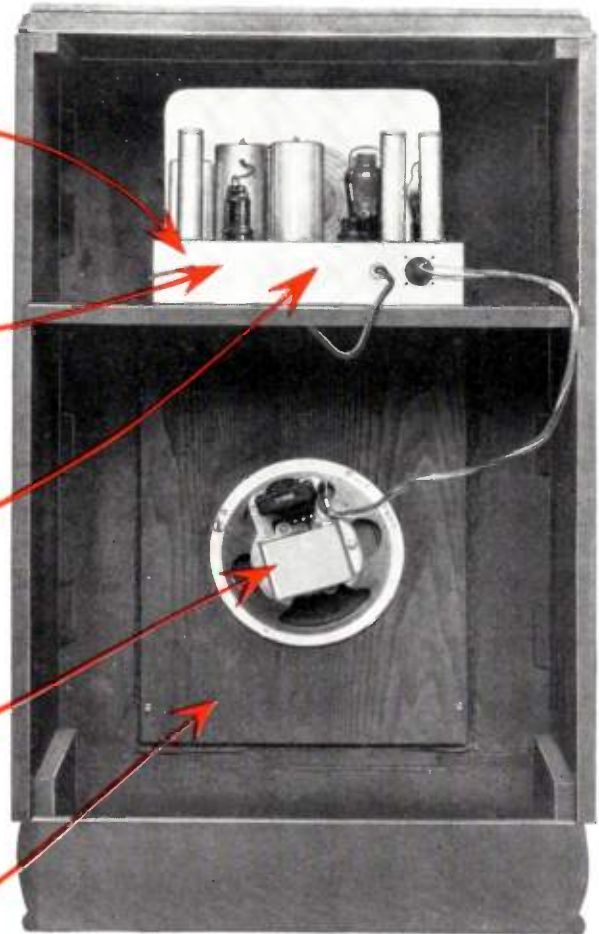
SMALL SKIMPY CHASSIS.—tubes are over-worked. Too few tubes to give best performance.

NO PROVISION FOR TELEVISION. Out of date because not designed for future developments. No provision in circuit for adapting radio sound for television.

SMALL LIGHT WEIGHT PARTS.—To save money. Insufficient wave band coverage. Most interesting short wave bands not provided.

UNDERSIZE SINGLE SPEAKER.—Too small in size to handle the low frequency tones. Faithfulness of reproduction lacking.

INADEQUATE BAFFLE AREA.—resulting in cramped tone... tinny sounding or "barrel" like false notes



REAR VIEW "AVERAGE" RADIO

How can Midwest give so much more for so little, you say? The answer is simple. The Midwest simplified factory-to-you plan makes your money go twice as far—enables Midwest engineers to develop radios that would ordinarily sell for up to twice as much in retail stores. Even some of the most skeptical value seekers and discriminating technicians approve the Midwest—and select it in preference to other radios—after ONE LOOK INSIDE! For years, Midwest has been known for its advanced features and for its super-performance. This superiority is due, in great part, to the fact that Midwest has never been designed along skimpy lines—and that the advanced size and ample dimensions of the 1940 chassis, as well as its heavy duty speakers, give truly extraordinary overseas performance.



YOU CAN CHALLENGE EV TUNED, SUPER POWERFUL DISTANCE 17-TUBE RADIO

Long Range . . . Brings in the Best on the Air . . . Hair-Line Selectivity . . . Super Sensitivity . . . Rich Studio Tone . . . Gives Super Performance with 17 Vital Tubes . . . Television Adaptation.

Midwest proudly presents this "20th Anniversary" Super Deluxe 17-tube, 5-wave Band Midwest. This year, Midwest offers a greater value than ever before in this precision built chassis. The mighty power of 17 latest type tubes, PLUS an advanced circuit, PLUS many advanced features result in truly astonishing long distance reception and performance. It is offered to you at an amazingly low factory-to-you price . . . with 30 Days Trial . . . and is obtainable on Easy Payments.

This chassis is not only used in the cabinets shown in this catalog, but it is designed to fit into most any radio cabinet, which you may own at the present time, and which you want to modernize. In fact, it is interesting to note that many radio enthusiasts who own expensive cabinets of their own are replacing their obsolete and older model chassis with this new modern Midwest. In this way, they save a great deal of money and enjoy the best performance possible. Only a rectangular opening for the attractive Bakelite front panel measuring 8½ inches high and 11½ inches wide is required to accept the Midwest control panel.

This chassis supplied in Models A, B, D, BP-17 and CP Cabinets. It measures 18 inches wide, 10½ inches deep, and 9 inches high.

PROVISION FOR TELEVISION

It is important to remember that this and every Midwest 17 and 12 tube chassis is adapted for television. At any later date, it will be an easy, simple task to add a Midwest television sight attachment to your Midwest at an amazingly low cost. Any radio that is not equipped with a television adaption circuit like the Midwest, regardless of its price, will soon become obsolete when television becomes more practical.

Uses the following types of tubes: one 6H6G; seven 6P5G; one 6J7G; two 80; three 6K7G; one 6A8B; and two 6AC5G. Note that there are no ballast, voltage, regulator or dummy tubes used. Every tube is an active vital tube. The 17 tube Super Deluxe Midwest is more powerful, smoother performing, more selective,

and richer toned than smaller ordinary radios for the same reason that a 12 or 16 cylinder motor is smoother and more powerful than a 4 cylinder motor. That is why many radio manufacturers use more tubes in their most expensive models.

It is just not possible for you to obtain all of these marvelous new features in the average radio that are found in this latest 17-tube Super Deluxe Chassis.

★ **Dial-A-Band Indicator.** Tells you instantly what wave band you are receiving. ★ **Five Wave Bands.** Every useful band included. Designed to handle tomorrow's new stations. Range 10 to 2400 meters (125 to 30 megacycles). ★ **Extreme Selectivity** Range 10 to 2400 meters (125 to 30 megacycles) except from 350 to 550 KC which is of no particular value. ★ **Extreme Selectivity.** ★ **Five or six times the sensitivity of ordinary or prior model radios.** ★ **Undistorted 100% Feed Back Full Push Pull Audio** stages which cancel out unwanted frequency and reproduce the slightest whisper to auditorium volume. ★ **Ceramic, Litzendraught, tuned I.F. stages.** ★ **Audio Fidelity** flat from 30 to 16,000 cycles. Many times the tonal range of ordinary radios. ★ **Tuned Band Pass R.F.** ★ **Multiple Noise reducing systems.** ★ **Automatic Fidelity Control** adjusts itself to the tone quality of broadcasting station. ★ **Special dual speakers.** One giant heavy weight 12" speaker for low and medium tones with another smaller light weight speaker (enclosed within the larger one) for the extremely high tones. ★ **Aurally Compensated Volume Control** matches the response curve to the human ear at any volume setting. ★ **V-line, slide type Tuning dial.** Precision calibrated. Manual as well as electric tuning. ★ **Terminals for instantly attaching phonograph unit.** ★ **Silent tuning** between station touch keys. ★ **Low operating cost.** So efficiently designed that the Super Deluxe "17" consumes less current than two ordinary light bulbs. ★ **Anten-A-Scope—A built-in aerial system** that brings in local and near-by stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.

COMPLETE 17-TUBE CHASSIS

Order Model CT-17

With all features described on this page and complete with Organ-Fonic Filter housing . . .

FACTORY NET CASH PRICE ONLY

\$59⁴⁵ Complete

EASY PAYMENT PRICE \$67⁷⁰

\$10.00 Down, \$5.77 per month for 10 months.

Shipping Weight, 30 Pounds

NOTICE—Operates on 60 cycle,

105-125 Volt AC.

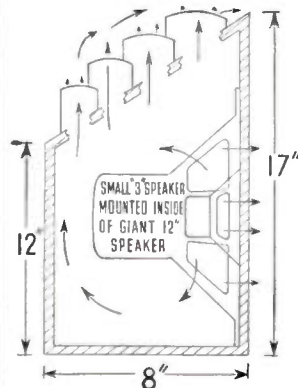
LATEST TUBES. Every tube a useful tube... and carefully selected for its individual job in the set. Positively no dummy tubes and no tubes overworking in the circuit.



DOUBLE ACTION TUNING EYE — Built right into the handsome panel dial. This "eye" blinks when you hit those extremely distant stations while using the regular tuning method.

TELEVISION KEY — This is the key you will press to receive television when a television adapter is used with your Midwest.

30 DAYS TRIAL



DUAL SPEAKERS WITH ORGAN-FONIC

One of the cleverest and most unusual contributions to radio is the compact Organ-Fonic Filter with dual speakers. It is especially designed for those who wish to place the 17-tube chassis in their present cabinet. Notice how the small speaker is enclosed within the large 12-inch speaker in order to save space. Completely self contained, it occupies a space only 17 inches high, 8 inches deep and 14 inches wide.

Comes complete with 2 foot cord and plug, ready to plug into chassis. This unit completely solves the problem of mounting speakers in consoles. See back cover for description of Organ-Fonic Filter. Note that when a 17-tube console radio is ordered, the console has a larger built-in Organ-Fonic Filter whose size, of course, depends upon the size of the cabinet.

EVERYONE WITH THIS SUPERBLY , LONG

YOU CAN OWN THIS BIG, POWERFUL SUPER-PERFORM-
ING "OVERSEAS" RADIO AT AN AMAZINGLY LOW PRICE
... ENGINEERED TO ACCEPT TELEVISION!

PROVISION FOR TELEVISION. The Midwest adaptation circuit jack and television touch key make certain that your radio will not become obsolete, when television becomes practical in your locality.

ANTEN - A - SCOPE—A built-in aerial system that brings in local and near-by stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.

HEAVY DUTY TRANSFORMER—The specifications on Midwest power supply transformers are far more rigid than is absolutely necessary to insure faithful voltage at all times.

CHASSIS. Heavy duty. Made of auto body steel. Beautifully cadmium plated. Characterized by simplicity of design, sturdiness of construction and by the fine workmanship of mastercraftsmen.

TOUCH KEY TUNING—Six piano-like keys for instant, touch, tuning. Touch a key and there's your station. It's as simple as that.

FULL RUBBER FLOAT-ED CHASSIS—Five rubber mountings isolate the chassis from the speaker and give much the same effect as "floating power" in an automobile. It eliminates vibrations set up by the 17 tremendously powerful tubes and dual speakers.

ORGAN TONE KEY CONTROL. You are the absolute master of color-tone changes in music... brass, string, vocal, or orchestra... With four keys, you actually choose fourteen distinct variations of tone.

FIVE WAVE BANDS. A "flick" of the Dial-A-Band Wave Changer and you swiftly change from band to band. Five bands give you a world of entertainment from American, Canadian, Police, "Secret," Amateur, Commercial, Experimental, Airplane, Ship and FOREIGN.

Organfonie Tone Filter. Only Midwest offers the Organfonie Tone Filter. This is one of the many Midwest features that result in Midwest tonal reproduction being smoother and clearer than that reproduced by many other makes of radios costing much more. It does away with booming, barrel-like tones, overload and false harmonics—resulting in a beautiful concert realism, true depth and greater richness of tone that double radio enjoyment. Four "keys" give you fourteen distinct combinations of tone at your own finger tips.

Model CT-17 is designed for those discriminating people who want the best possible performance they can buy. A 30 day trial will convince you as it has convinced people everywhere.

TRY—SAVE UP TO 50%



WHERE CAN YOU FIND THIS MIDWEST FOR

MODEL "A" CONSOLE

If you want a top quality radio at an amazingly low factory price . . . one that will bring tone into your home that is rich and lustrously clear . . . then the Model "A," with either the 17 or 12-tube chassis, is made to order for you. Its smart and distinguished cabinet beauty will be a constant delight. Advanced features insure amazing realism and power not possible with a smaller number of tubes.

Not only does it have outstanding eye appeal, but we believe the magnificent manner in which it performs proves to the ear that here is a radio worth twice the money asked for it. And, what is of equal importance is the fact that this splendid, new radio is quoted at an amazingly low, direct factory-to-you price that makes your radio dollars go twice as far. The new Midwest Easy Pay Plan will interest you, too.

30 DAYS' TRIAL

Buy your radio the popular Midwest way. Use it in your home for a full 30 days while you decide. This is the most convincing way to buy a radio today. You are the sole judge.

Users, everywhere, say that when you compare Midwest features with the points of any other make of radio, the Midwest has more advantages than other radios costing more than twice as much—in the way it performs—in the way it responds—and in the masterful way it brings in long distant "overseas" stations.

EASY TERMS



TOUCH KEY TUNING—Piano-like keys give instant, touch tuning. Press a key and there's your station. It's as simple as that.



ANTENNA-A-SCOPE—A built-in aerial system that brings in local and near-by stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.



ORGAN-FONIC TONE FILTER—Organ type resonating pipes of graduated sizes more than triple the baffle effect. Vastly improves tone. Pipes are so designed that tone becomes richer, smoother, clearer, eliminating the thin muffled effect often heard. (A 17-tube feature only).

OR THE MONEY EQUAL REAL RADIO VALUE?

Model "A" Console . . . 17-Tube Super DeLuxe Chassis or 12-Tube Chassis . . . Organ-Fonic Tone Filter with Dual Speakers (on 17) . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning Eye (on 17) . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands . . . Range: 125 to 350 KC and 550 KC to 30 Megacycles

From any angle that you view this Model "A," the beauty of line and finish will delight you. From the striped Walnut top, rounded striped Walnut corners, and Rotary Walnut panel framing the grille, it presents a beautifully finished and luxuriously matched wood effect. The inclined angle of the dial panel, designed for easier tuning, adds the latest finishing touch. Size: 39 inches high, 22 $\frac{1}{8}$ inches wide, and 12 $\frac{1}{4}$ inches deep.

TELEVISION ADAPTATION

Designed for use with Television. Circuit jacks and television key make certain you will receive television programs when "sight" broadcasting becomes practical in your locality.

Only \$10⁰⁰ Down

17-TUBE

(Order Model A-17)

Model "A" Console complete with 17-Tube Super DeLuxe Chassis (shown on pages 8 and 9) . . . Organ-Fonic Tone Filter . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning Eye . . . Anten-A-Scope . . . Dual Dynamic Speakers (one Giant 12" and one auxiliary speaker) . . . 5 Bands.

FACTORY CASH PRICE ONLY

\$69⁹⁵
Complete

EASY PAYMENT PRICE
\$10.00 Down, \$6.97 per month for
10 months.
Shipping Weight, 75 Pounds.

\$79⁶⁷

Operates on 60 cycle, 105 to 125 Volts A.C.

12-TUBE

(Order Model A-12)

Model "A" Console complete with 12-Tube Chassis (shown on page 20) . . . Organ-Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Anten-A-Scope . . . Single 12" Giant Dynamic Speaker, 5 Bands.

FACTORY CASH PRICE ONLY

\$61⁸⁵
Complete

EASY PAYMENT PRICE
\$10.00 Down, \$6.05 per month for
10 months.
Shipping Weight, 70 Pounds.

\$70⁴⁵

"Enjoys Her Midwest More All The Time"



Mistake was waiting as long as I did before sending for it.

Mrs. Viola Gamble
Talladega, Ala.

"Everything He Could Expect In A Radio"

I can truthfully say the Model A-12 has everything I could expect in a radio.

I like its ease of tuning, its true clear tone, and wonderful all around reception, domestic and foreign.

Until I got my Midwest I didn't realize how many wonderful programs I was missing, with the old set I had. It is a real pleasure to spend evenings listening to the Midwest.

H. B. Perkins
506 Bolivar
Jefferson City, Mo.

"Husband & Wife Both Pleased With Midwest"



My wife and I are both very well pleased with our new 17-tube Midwest Radio. With this set we can get foreign reception we could never hear with our other, more expensive make of radio.

Its tone and sensitivity are really unique and already several friends have expressed their desire to own one of them.

Lyle P. Hough
170 So. Washington Ave.
Bergenfield, N. J.

"Costs No More To Operate Than 8 Tube"

For those who want the finest in radio for the least money, may I suggest Midwest Model A-12. Its looks, tone and ability to reach out and get distant and small stations is amazing. And also—my 12 tube radio costs me no more to operate than my 8 tube radio.



Ned DeMunc
211 W. 9th St.
Mishawaka, Ind.

ADDITIONAL MIDWEST RADIOS 11



YOU MUST SEE AND HEAR YOURSELF TO APPRECIATE ITS

MODEL "B" CONSOLE

"How does Midwest do it?" . . . you will say when you see and hear this set perform—when you see how it overrides barriers of distance and pulls in long distance reception. Its marvelous "Tone Color" effects, ease of "Touch Key Tuning," and split hair selectivity will amaze you. The answer is simple. It's because you deal with the factory whose circuit engineers, acoustic experts, and cabinet designers are able to put so much more in a radio because of the direct selling economies passed on to you.

30 DAYS TRIAL

In every detail, this console merits the description—"One of today's most beautiful cabinets." The top, as well as the outside panels which sweep down over the front of the console and frame the escutcheon are of rotary cut Walnut. Flanked by two panels of carefully matched Walnut—with contrasting corner insets of striped Walnut—a beautiful effect is achieved. The rounded Walnut corners and richly grained sides carry out the modern effect to splendid advantage. The beautiful Bakelite instrument panel is inclined at just the right angle. This console measures: 40 inches high; 23 inches wide; 12½ inches deep.

EASY TERMS



TOUCH KEY TUNING—Instant, touch tuning results when any one of the six piano-like keys are pressed. Just touch a key—and there's your station!



FIVE WAVE BANDS—Five bands give you a world of entertainment . . . American, Canadian, Police, "Secret," Amateur, Commercial, Experimental, Airplane, Ship and FOREIGN. The Dial-A-Band Wave Changer instantly tells you what band you are receiving.



ORGAN-FONIC TONE FILTER—Organ type resonating pipes of graduated sized more than triple the baffle effect. Vastly improves tone. Does away with booming, barrel-like tones . . . results in beautiful concert realism. (A 17-tube feature only).

AR THIS LATEST MODEL YOUR- BEAUTY AND COLORFUL TONE

Model "B" Console . . . 17-Tube Super DeLuxe Chassis or 12-Tube Chassis . . . Organ-Fonic Tone Filter with Dual Speakers (on 17) . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning Eye (on 17) . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands . . . Range: 125 to 350 KC and 550 KC to 30 Megacycles.

The many exclusive features and advantages that characterize this 1940 Midwest radio result in a naturalness, realism, sensitivity, and range never before achieved. Now, it is possible to enjoy performance that is truly magical, because Midwest engineers added feature to feature, advantage to advantage, until the desired result was achieved. Where else can you secure a combination of Organ-Fonic Tone Filter, Organ Key Tone Control, Dynamic Dual Speakers (on the 17), Anten-A-Scope, 5 Full Wave Bands, Split Second Touch Key Tuning, and many other features . . . for so little money?

Thousands of radio owners tell us how pleased they were to learn about Midwest's amazing factory-to-you values and how delighted they were to buy big, powerful, long-distance Midlands—for the same price that others paid for ordinary two or three-band sets. Order your Midwest, now, today, on amazingly easy terms and on the 30-days-trial-in-your-home-plan. Test it in every possible way before you decide to keep it. See for yourself that it not only looks good, not only performs perfectly, but has everything that you could ask for in a radio!

ONLY \$10.00 DOWN

17-TUBE

Order Model B-17

Model "B" Console complete with 17-Tube Super DeLuxe Chassis (shown on pages 8 and 9) . . . Organ Fonic Tone Filter . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" . . . Anten-A-Scope . . . Dual Dynamic Speakers (one Giant 12" speaker and one auxiliary speaker) . . . 5 Bands.

FACTORY CASH PRICE ONLY

\$76⁷⁵

Complete

EASY PAYMENT PRICE
\$10.00 Down, \$7.74 per
month for 10 months.
Shipping Weight, 80 Pounds.

\$87⁴⁰

Operates on 60 cycles, 105 to 125 Volts A.C.

12-TUBE

Order Model B-12

Model "B" Console complete with 12-Tube Chassis (shown on page 20) . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Anten-A-Scope . . . Single Giant 12" speaker . . . 5 Bands.

FACTORY CASH PRICE ONLY

\$68⁶⁵

Complete

EASY PAYMENT PRICE
\$10.00 Down, \$6.82 per
month for 10 months.
Shipping Weight, 75 Pounds.

\$78²⁰

"Friends Say It's Best Radio They Ever Saw"



I feel that I must write you a letter to let you know how I like my Midwest Radio by now. I think it cannot be beat at any price for its life-like clear crystal tone, its beauty, quality, and reception on all wave bands.

All my friends also say it is the best radio they ever heard or saw; they all comment on its marvelous full tone and performance.

I have received short wave stations from Germany, Panama, England, South America, Mexico, Cuba, and a lot of others.

Fritz Miller
201 East 17th St.
Georgetown, Texas

"Makes Good Programs Sound Better"

My Midwest gives me the best reception of any radio I have owned or heard. Of course prices speak for themselves in comparison to what one has to pay for a radio in a retail store.



Quoting one person who was listening to my radio one evening: "It makes good programs sound better." Anyone buying a Midwest can expect to get everything a radio can offer, beauty, price, reception, distance, also including the fast changing of stations.

Adolph Nitch
643 Divisadero St.
San Francisco, Calif.

"Doctor Says Cannot Be Beat At Any Price"



When I received your catalogue and saw the radios priced at such unheard of low prices, I hesitated about ordering, but after considering the matter thoroughly and realizing that you could not have been in business

all this time if your radios had not given satisfaction, I decided to order B-12 and I am very glad that I did so. It is indeed a handsome piece of furniture and the soft, clear, distinct tone cannot be beat at any price.

Dr. J. R. Meador
Reidsville
North Carolina



ANTEN-A-SCOPE—A built-in aerial system that brings in local and near-by stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.



DUAL SPEAKERS—A heavy weight 12" speaker covers the very low and middle range frequencies, while an auxiliary speaker (enclosed in the large one) handles the extremely high tones. (A 17-tube feature only).



ORGAN KEY TONE CONTROL—You touch any one of four keys to blend tone color harmonies and actually get fourteen distinct variations. Impossible with ordinary variable tone controls.



TELEVISION ADAPTATION—Designed for use with Television, Circuit jack and television key make certain you will receive television programs when "sight" broadcasting becomes practical in your locality.

FACTORY MAKES THIS VALUE POSSIBLE



NEW GLORIOUS TONE CL YOURS WITH THIS DELUXE

MODEL "D" CONSOLE GRAND

Can't you just picture how wonderful this gorgeous new 1940 Model "D" console will look in your home?

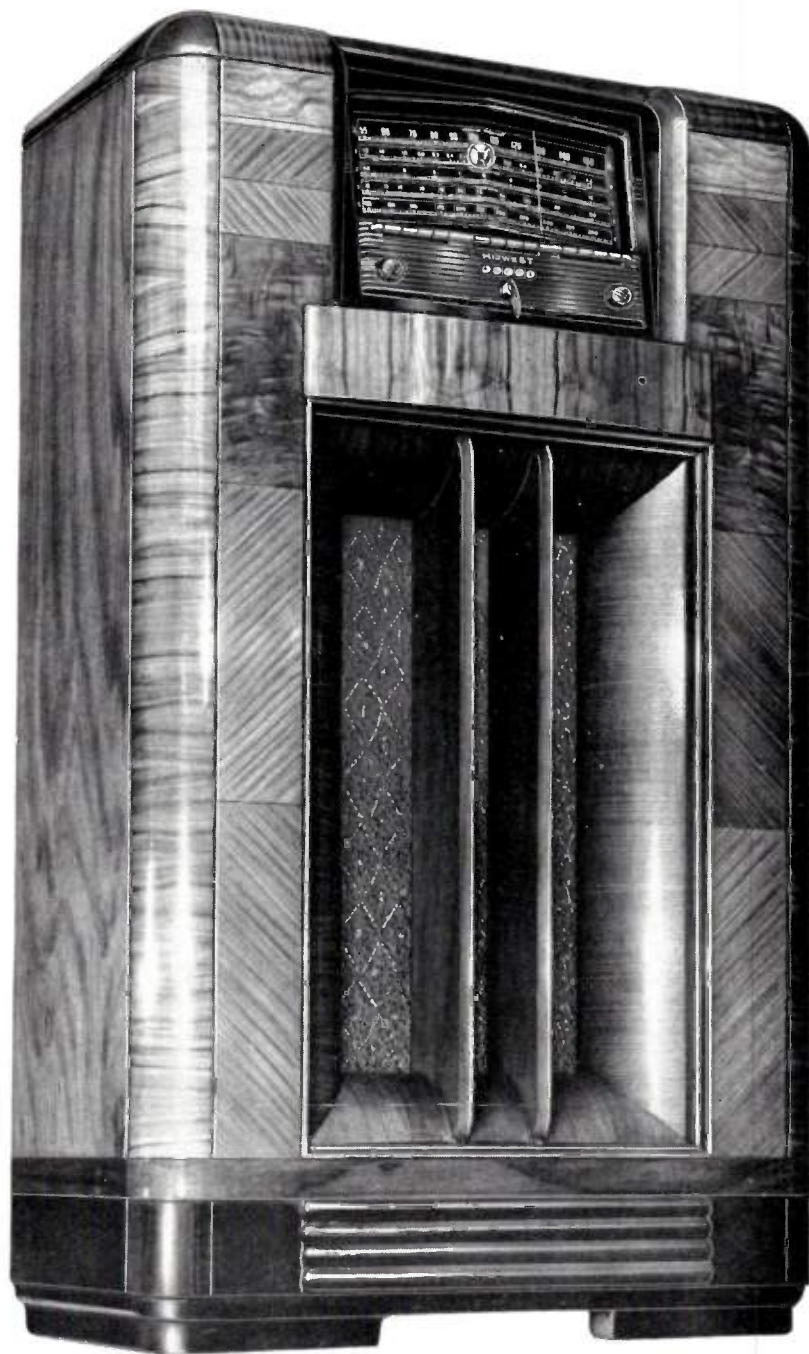
In every detail, it is a masterpiece of the cabinet maker's art and will blend with any furniture setting in the finest of homes. The picture hardly does justice to the beauty of design and exquisite choice of hand rubbed Walnut woods, matched inlays, burl overlays, and contrasted grains. You will find cabinet work of this kind only in the highest priced

furniture. Note that the grille opening is several inches deep and scientifically rounded... resulting in the last word in acoustical tone reproduction and giving added richness to the console. The Bakelite instrument panel with its strikingly modern "V"-line slide type dial is inclined at the right angle for easy "Touch Key Tuning," or, stations may be normally brought in by means of the regular tuning control.

Your friends will admire this DeLuxe Model "D" in your home and will think you paid fully \$250.00 for it. Overall size: 43½ inches high, 25¼ inches wide, and 13½ inches deep.

30 DAYS TRIAL

Anten-A-Scope—
A built-in aerial system that brings in local and near-by stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.



ONLY \$10.00 DOWN

ONLY THE HIGHEST GRADE MATERIA

ARITY, EXQUISITE STYLING ARE CONSOLE GRAND 1940 MIDWEST

Model "D" Console . . . 17-Tube Super DeLuxé Chassis or 12-Tube Chassis . . . Organ-Fonic Tone Filter with Dual Speakers (on 17) . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" (on 17) . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands, Range: 125 to 350 KC & 550 KC to 30 Megacycles.

This Ultra DeLuxé Radio was engineered especially for those discriminating radio enthusiasts who are not content with ordinary radios but who want one that will be a thrill to operate and a delight to show their friends. The sensational performance of this radio is due to the new scientific features, many of them exclusive.

Smooth, controllable reserve power throughout the circuit is always available . . . and it is this extra power (especially when equipped with 17-Tube Super DeLuxé chassis) that makes the Midwest a real record-breaking, long-distance receiver—enabling you to tune in stations with sparkling realism and surpurb tone. Music lovers everywhere are acclaiming this glorious-toned

instrument.

If Organ-Fonic Tone Filter, Organ Key Tone Control, and Anten-A-Scope, for example, were the only exceptional features offered, it would still be an outstanding radio value. But, when all of the other advantages are counted up, it is hard to believe that Midwest gives so much for so reasonable a price! When you try this radio in your own home on the famous Midwest 30-Day Trial Plan, you will see for yourself, better than we can tell you—the reasons for its finer performance. When you deal direct with Midwest, you pay only the factory-to-you price. And, you can buy on such easy terms, if you wish, over a long period of months, that you will never miss the money.

"One Of The Greatest Radios Money Can Buy"



I didn't have to wait 30 days to know I had one of the greatest and best radios money could buy. In fact, my wife and I glowed with pleasure and satisfaction at the beautiful appearance of the D-17.

Not once did any foreign station fade, and its hard to believe, but European stations come in with the same volume as local broadcasts. I can't see where any other radio can compare with the Midwest.

Buying Midwest by mail direct from factory is very easy, simple and satisfactory.

Roman Pawlowski
371 Park Ave.
Collingswood, N. J.

"Can't Be Beat For Twice The Money"

Some of my friends hardly believe me when I tell them what I paid for this grand radio. The cabinet is very beautiful and will harmonize with any furniture.

All my friends are amazed at the way my set pulls in the distant stations. The tone of my Midwest is wonderful and I don't think you can beat it if you paid twice the amount for any radio.

Geo. Davis
12712 Lenoarave St.
Cleveland, Ohio



"None Has The Same Natural Tone As Midwest"



The Model D console is beautiful, in fact a real "Millionaire" instrument.

I have heard quite a number of other makes, some of them costing twice as much, but none of them had the same natural tone as my "Midwest." With such a fine tone and such a beautiful console, they would be perfectly at home in the finest surroundings.

E. L. Appleby
70 West Corydon St.
Bradford, Pa.

17-TUBE

Order Model D-17

Model "D" Console complete with 17-Tube Super DeLuxé Chassis (shown on pages 8 and 9) . . . Organ-Fonic Tone Filter . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" . . . Anten-A-Scope . . . Dual Dynamic Speakers (One Giant heavy weight 12" speaker and one auxiliary speaker) . . . 5 Bands.

FACTORY CASH PRICE ONLY

\$89⁵⁰
Complete

EASY PAYMENT PRICE
\$10.00 Down, \$9.20 per month
for 10 months.
Shipping Weight, 125 Pounds.

\$101⁹³

Operates on 60 cycles, 105 to 125 Volts A.C.

12-TUBE

Order Model D-12

Model "D" Console complete with 12-Tube Chassis (shown on page 20) . . . Organ-Key Tone Control . . . Electric Touch-Button Split-Second Tuning . . . Dial-A-Band . . . Anten-A-Scope . . . Single Giant 12" Speaker . . . 5 Bands . . . No Installation Problem.

FACTORY CASH PRICE ONLY

\$81⁴⁰
Complete

EASY PAYMENT PRICE
\$10.00 Down, \$8.28 per month
for 10 months.
Shipping Weight, 125 Pounds.

\$92⁸⁰



Dual Speakers — A heavy weight 12" speaker covers the low and middle range frequencies, while auxiliary speaker (enclosed in the large one) handles the extremely high tones. (A 17-tube feature only).



Television Adaptation—Circuit wired for Television. Merely pressing a piano-like key enables you to switch an adapter into the sound circuit for television, when picture broadcasting becomes practical.



Organ-Fonic Tone Filter—Resonating pipes of graduated size more than triple baffle effect. Vastly improves tone. No booming, barrel-like tones result in beautiful concert realism. (17-tube feature).



Five Bands—A world of entertainment . . . American, Canadian, police, "Secret," Amateur, Commercial, Experimental, Airplane, Ship and FOREIGN.



Touch Key Tuning—Instant, touch tuning results when any one of the six piano-like keys are pressed. Just touch a key—and there's your station!



Double Action Tuning Eye — Built right into the panel dial. For extremely distant stations.

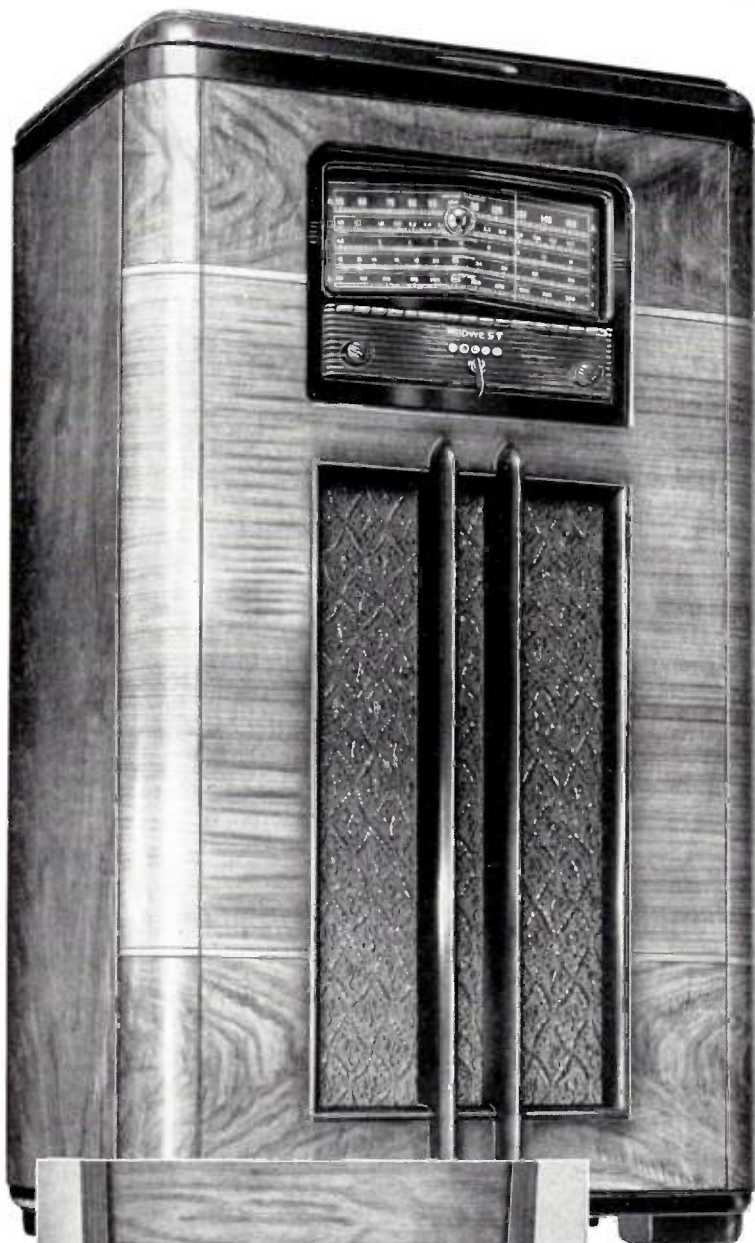


Organ Key Tone Control — You touch any one of four keys to blend tone color harmonies and actually get fourteen distinct variations of tone.

LS ARE BUILT INTO MIDWEST RADIOS



WONDERFULLY CLEAR RADIO PLAYING PHONOGRAPH ARE Y



MODEL "BP" PHONO-RADIO

No wonder music lovers who demand variety, who enjoy picking and choosing from a wide selection of entertainment, are enthusing over this new Midwest radio-phonograph combination. It's really two instruments in one—the powerful 17-tube, 5-band Super DeLuxe Midwest chassis (obtainable also with the 12-tube chassis), and the newest type of self-starting electric phonograph. Here is a glorious combination of one of the best the radio world and the world-of-musical-records have to offer you.

Striking splendor is the keynote of this beautifully designed radio-phonograph console. The top, of grained Walnut, characterized by a modernistic round edge effect, opens to permit playing the phonograph. The new-type instrument panel is framed by matched striped Walnut and stump wood—and offset by contrasting inlaid hair wood stripes with rounded corners to match. Sides are American Walnut. This console measures: 41 inches high, 23 inches wide, and 15¼ inches deep.

30 DAYS TRIAL

TELEVISION ADAPTATION

Models BP-17 and BP-12 have their circuits wired with Television Jacks. One of the piano-like keys on the instrument panel is designed to enable you to switch an adapter into the sound circuit for television, when picture broadcasting becomes practical in your locality.



RECEPTION AND RICH TONED RECORD OURS WITH THIS GRAND INSTRUMENT

Model "BP" Radio-Phonograph Console . . . 17-Tube Super DeLuxe Chassis . . . Organ-Fonic Tone Filter (on 17) . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" (on 17) . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands, Range: 125 KC to 350 KC and 550 KC to 30 Megacycles . . . With Self-Starting Electric Phonograph.

Perfect reproduction of the recordings is assured by the high-grade, pickup, and powerful silent phonograph motor. High wattage output provides perfect amplification of the most delicate over-tones through the speakers. The self-starting phonograph is contained at the top of the hinged lid console. Heavy-weighted turn-table and mechanism give uniform speed. At the flick of a knob, the phonograph motor starts itself and comes up to speed quickly with sufficient power to overcome the drag of the needle bearing high-volume passages. Highest grade, new-type crystal tone arm, plays 10-inch or 12-inch records manually. A tiny bulb, beneath the tone arm, automatically lights up the record-playing compartment—when records are being played.

You will thoroughly appreciate features like Organ-Fonic Tone Filter with Dual Dynamic Speakers (on 17), Organ Key Tone Control, and

many other Midwest advantages. They not only make programs sound so much better, but put back into the radio broadcast and into the phonograph record, their original depth of expression, their fullness of tone, their vibrancy of meaning, and their human touch. On the attractive Bakelite instrument panel, there are piano-like keys, making possible instant touch tuning of favorite stations. If you wish, you can also use the new "V" type tuning dial for pulling in those extremely long distant stations. A radio station can be switched off, and a favorite record or a whole series of records played without an instant's delay. And to think that these two great instruments—at Midwest's factory-to-you price—are offered at practically the cost of an ordinary radio—on 30 days' trial in your own home. Remember, you can buy the Easy Pay Midwest way.

ONLY \$10.00 DOWN—EASY TERMS

17-TUBE

(Order Model BP-17)

Model "BP" Radio-Phono Console complete with 17-Tube Super DeLuxe Chassis . . . Organ-Fonic Tone Filter with Dual Speakers . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands, . . . and Self-Starting Electric Phonograph.

FACTORY CASH PRICE ONLY

\$92⁷⁵
Complete

EASY PAYMENT PRICE
\$10.00 Down, \$9.57 per month
for 10 months.

\$105⁶⁴

Shipping Weight, 105 Pounds.

Operates on 60 Cycles, 105 to 125 Volts AC.

With every BP-12 or BP-17 we will include without extra charge a patented "Permo-Point" Phono Needle that will play more than 2,000 records, and which retails for \$1.00.

12-TUBE

(Order Model BP-12)

Complete with 12-Tube Chassis . . . Organ-Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Anten-A-Scope . . . Television Adaptation . . . Giant 12-inch Speaker . . . 5 Bands, and Electric Starting Phonograph.

FACTORY CASH PRICE ONLY

\$84⁶⁵
Complete

EASY PAYMENT PRICE
\$10.00 Down, \$8.65 per month
for 10 months.

\$96⁵⁰

Shipping Weight, 100 Pounds.

"Says Midwest Is Tops"



All my friends are astonished when they hear the BP-17. Everyone is surprised when they hear the beautiful tone it has.

When we put a record on the phonograph, our friends don't know whether it is the phonograph playing or the radio. I also want to congratulate you on the fine push-button system. It is a pleasure to listen to such a fine radio. Whenever the subject of radio is brought up, we will always say, "Midwest is Tops."

Luke Crescen
2269 Second Ave.
New York, N. Y.

"Model BP-17 Perfect In Every Way"



I am very satisfied with the Midwest Radio Phonograph. It is perfect in every way. I assure you that I will recommend your radios to everybody.

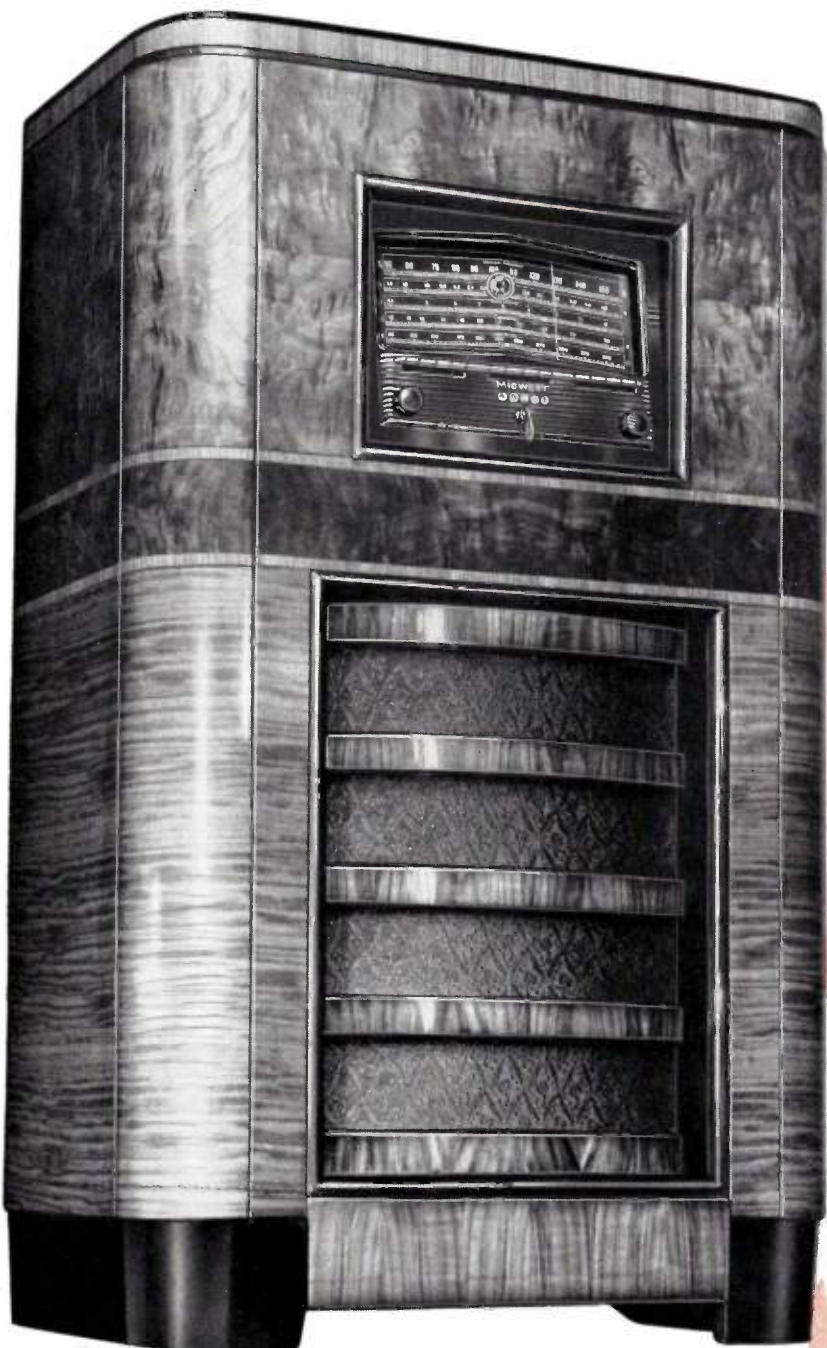
Joseph Skopek
143 So. 14th St.
Saginaw, Mich.

30 DAYS TRIAL

EASY TERMS



YOU WILL BE PROUD TO AUTOMATIC RECORD PLAY



MODEL "CP" CONSOLE

In this magnificent musical combination, Midwest offers you a new type of superb radio entertainment and a brilliant new conception of electric phonograph performance. This model derives its greatness from the combination of the new multi-features, precision built 17-tube chassis with today's most advanced record-changing phonograph. Where else can you obtain a combination of features like Organ-Fonic Tone Filter, Organ Key Tone Control, Dual Dynamic Speakers, Touch Key Tuning . . . and many other advancements, for so little money? Its amazingly low price results from Midwest's Factory-To-You selling plan. Remember, you have 30 days' trial. Buy on the Easy-Pay Plan, if you desire.

30 DAYS TRIAL



This splendid musical-combination console is so conservatively yet so modernly designed that it will not only harmonize with any furniture arrangement but will enhance the beauty of the finest living room, an inspiring example of the matchless furniture craftsmanship. It is solidly constructed throughout of highly figured, sliced and stump American Walnut veneers . . . hand rubbed to a lustrous satin-like finish that will retain its gleam for many years. You and your family will never cease to enjoy the graceful, charming beauty of this exquisite cabinet. Size: 47 inches high, 27 inches wide, 16 $\frac{3}{4}$ inches deep.



Television Adaptation—This Midwest has its circuit wired for Television jacks. Merely pressing down one of the piano-like keys will enable you to switch an adapter into the sound circuit for television, when picture broadcasting becomes practical in your locality.

**ONLY \$15.00 DOWN
EASY TERMS**

OWN THIS MAGNIFICENTLY TONED NG RADIO-PHONO COMBINATION

Model "CP" Radio-Phono . . . 17-Tube Super DeLuxe Chassis . . . Organ-Fonic Tone Filter with Dual Speakers . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands, Range: 125 KC to 350 KC and 550 KC to 30 Megacycles . . . with New-Type Automatic Record-Changer Phonograph.

Think of it! You can place as many as nine 10-inch phonograph records (depending upon the thickness of records) on the turn-table and sit back and relax while the electrical machine operates automatically . . . placing the tone arm with its crystal pick-up on the record with precision impossible with the human hand. After the first record is played, the mechanical device picks up the record and deposits it in the compartment alongside the turn-table, and immediately begins to play the next record. This automatic playing continues until all the records are played. The last record repeats itself until you turn it off or switch on the radio. It is almost uncanny in its operation. (12" records operated manually.)

Critical musicians are amazed at the ab-

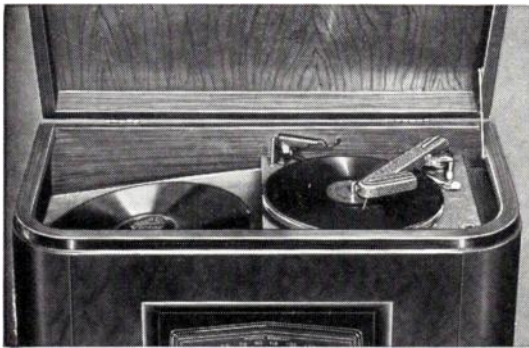
solutely realistic tone of this Midwest. The tone impulses are greatly amplified by the tremendous power of the 17-tube chassis in exactly the same way as electrical impulses received over the antenna are amplified. The tones are reproduced so naturally, so life like, so clearly, and so perfectly that owners of this glorious musical combination say they could never again be satisfied with the performance of an ordinary radio-phonograph . . . and yet the operation is so simple a child can do it!

You will especially like the way you can merely touch any one of the six handy "tuning keys" to select your favorite station. You will also enjoy the way you can, by touching any of the four organ-like tone keys, blend tone harmonies to suit your moods. This Midwest re-

sponds to your slightest wish . . . it brings in extremely distant short and long wave stations with a clarity, fidelity, and certainty that make it seem as though the artists were standing before you. Your friends will be amazed at its high fidelity performance and will be astounded when you tell them the low factory price you paid . . . a price far below what they would have to pay for an ordinary radio, if they purchased the ordinary way.

TELEVISION ADAPTATION

Model CP-17 has its circuit wired with Television Jacks. One of the piano-like keys on the instrument panel is designed to enable you to switch an adapter into the sound circuit for television, when picture broadcasting becomes practical in your locality.



The above view shows how the automatic phonograph record-changer is contained in the top of Model "CP" console.

With every CP-17 we include without extra charge one Permo-Point Phono needle that will play more than 2,000 records, and which retails for \$1.00.

17-TUBE

(Order Model CP-17)

Model "CP" Radio-Phono Console complete with 17-Tube Super DeLuxe Chassis . . . Organ-Fonic Tone Filter with Dual Speakers . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" . . . Anten-A-Scope . . . Television Adaptation . . . 5 Bands, . . . and Self-Starting Automatic Record-Changing Electric Phonograph.

FACTORY CASH PRICE ONLY

\$129⁵⁰

Complete

EASY PAYMENT PRICE
\$15.00 Down, \$13.25 per month
for 10 months.

\$147⁵⁰

Shipping Weight, 150 Pounds.
Operates on 60 Cycles, 105 to 125 Volts A.C.

**"Couldn't Duplicate for
Double the Price"**



Just to let you know that I received my model CP-17 phono-radio in a splendid condition, and it was a complete surprise.

A-1 reception, beautiful tone, foreign stations as well as domestic come in crystal clear. The beautiful workmanship of the cabinet excels anything

I have seen around here. Why, I couldn't duplicate that radio for double the price around here.

I voluntarily and gladly send you this letter of commendation.

Fred Becker
71-14 Fresh Pond Road
Ridgewood
Brooklyn, N. Y.

**"Tone Quality Remarkable
Clear"**

I am well pleased with the performance of my Midwest Radio-Phonograph and I am happy to say the tone quality is remarkably clear and it surpasses any set I have heard or owned.

John Wotowitch
529 West Lloyd
Shenandoah, Pa.



Feather-weight CRYSTAL PICKUP assures full range frequency response — high fidelity record production — multiplied record life — and minimizes needle bines.



Touch Key Tuning— Instant, touch tuning results when any one of the six piano-like keys are pressed. Just touch a key and there's your station!



Five Wave Bands—A world of entertainment . . . American, Canadian, Police, "Secret," Amateur, Commercial, Experimental, Airplane, Ship and FOREIGN.



Organ-Fonic Tone Filter—Resonating pipes of graduated size more than triple the baffle effect. Does away with booming, barrel-like tones . . . results in beautiful concert realism.



Anten-A-Scope— A built-in aerial system for local and nearby stations. For extreme distances and foreign reception a good outside antenna, or our new Doublet Antenna is recommended.



Dual Speakers— A heavy weight 12" speaker covers the low and middle range frequencies, while auxiliary speaker (enclosed in the large one) handles the extremely high tones.



Organ Tone Key Control— You touch any one of four keys to blend tone color harmonies and actually get fourteen distinct variations. Impossible with ordinary variable tone controls.



DOLLAR FOR DOLLAR . . . CAN YOU BEAT THIS 12-TUBE-5-BAND MIDWEST?

**12
TUBES
5
BANDS**

**Model
KT-12**



**30
DAYS
TRIAL**

**... 12-Tube Super Chassis
... Organ Key Tone Control ... Tele-
vision Adaptation ... Touch Key Tuning ... Dial-
A-Band ... Anten-A-Scope ... Giant 12" Speaker
... 5 Bands, Range: 125 to 350 KC and 550 KC to
30 Megacycles.**

You will appreciate the unusual features and advantages offered in this Midwest 12-tube chassis. The circuit was so designed that the splendid performance on each band is as good as the reception secured by many radios developed to handle only two or three bands. Next to the Super 17, it is preferred to other radios with as many as 13 to 14 tubes. It offers a certainty of superior radio performance that makes it a joy to use.

This chassis measures: 18 inches wide, 10½ inches deep, and 9 inches high. Easily installed in your present cabinet by merely cutting a rectangular opening 8½ inches high, 11½ inches wide in your own cabinet for the dial panel

The following types of tubes are used in this chassis: One Remote Cut-Off RF Pentode—one Electron Coupled Mixer—one Triode Oscillator—two Remote Cut-Off IF Amplifiers—one Duo Diode Detector—one Super Triode First Audio—one Super Triode Inverter—two Beam Type Output Tubes—one Automatic Tuning Control (A.F.C.)—one Rectifier—No ballast, voltage, regulator dummy tubes are used. Every tube is active and vital.

which comes attached to the chassis. It is not necessary to bolt the chassis, just let it rest on the rubber feet supplied. The 12-inch speaker has a two-foot cord with plug and is also easily placed in your cabinet. This is the identical chassis and 12-inch speaker that are supplied in Models A-12, B-12, D-12, and BP-12. (L-12 has 8" speaker). There's an entirely different "feel" and a genuine new "thrill" when you handle this radio. It gives you the certainty of long distant, blood-tingling performance ... the steady assurance of bringing in the finest offerings on five bands, with new fidelity, with new clarity, with amazing new beauty of tone. Only because you deal direct with the Midwest factory can you get so much radio for so little money. You can buy this radio chassis on such easy terms, over so many months, that you'll never miss the few cents a day it costs you. Of course, you have the privilege of 30 days' trial.

12-TUBE CHASSIS

Order Model KT-12

Complete 12-Tube Super Chassis ... Tele-
vision Adaptation ... Touch Key Tuning ...
Dial-A-Band ... Anten-A-Scope ... Giant 12"
Speaker ... 5 Bands, Organ Key Tone Control.

FACTORY NET CASH PRICE ONLY

\$51³⁵

EASY PAYMENT PRICE
\$10.00 Down, \$4.85 per
month for 10 months.

\$58⁵⁰

Shipping Weight, 30 Pounds.

NOTICE
Operates on 60 cycles, 105-125 Volts A.C.

NOW, POWERFUL BIG-SET PERFORMANCE IN COMPACT SPACE



Model "L" Cabinet . . . 17-Tube Super DeLuxe Chassis . . . or 12-Tube Super Chassis . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning Eye (on 17) . . . Anten-A-Scope . . . Television Adaptation . . . 8" Speaker . . . Organ Key Tone Control . . . 5 Bands, Range: 125 to 350 KC and 550 KC to 30 Megacycles

To those who lack the space for console radios, or have no cabinet in which to place the chassis but who still desire big-set performance, we offer Model "L." Probably never before have you seen so much radio built into such a compact space. It contains the full size chassis as described on page 8, 9 and 20. Every feature of these powerful chassis are included—except that there is no space for Organ-Fonic Filter or 12" Speaker. However, the 8" speaker supplied with the "L" is especially constructed to stand the full power of this receiver.

The thrilling power, smoother sparkling performance, greater sensitivity and selectivity of this great Midwest table model make for a new understanding of radio performance. It offers not just great power, not just long distance range, not just ability to get reception on every band, but smoother operation, more thrilling performance and more perfect tone quality. Due to its super sensitivity, this 5-band set brings in stations that are too faint for many



EASY TERMS

competitive sets. The Organ Key Tone Control feature, one of scores of advantages, makes it possible to obtain fourteen distinct blends of tone. Just touch a tuning key . . . "flash" there is your station. It is easy to switch to police, amateur, commercial, airplane, and ship broadcasts. Or, you can use the big easy-to-read slide rule dial for tuning in long and short wave stations, foreign or domestic stations many leagues distant. Order your Midwest today—at the factory-to-you price. Then, during the 30-day trial period, see for yourself that it not only looks good but performs admirably, giving you everything you could ask for in a radio.

Note the modern lines of this beautiful cabinet. This cabinet owes its unusual beauty and richness to a most artistic handling of its finely finished woods. Front, top and sides are of beautifully figured American Walnut wood, while a contrasting and most attractive stripe sweeps clear across the front and sides. This cabinet measures: 17½ inches high, 20¾ inches wide, and 12½ inches deep.

12-TUBE (Order Model L-12)

Model "L" Table Cabinet . . . 12-Tube Super Chassis . . . Touch Key Tuning . . . Dial-A-Band . . . Anten-A-Scope . . . Television Adaptation . . . 8" Electro Dynamic Speaker . . . 5 Bands.

FACTORY CASH PRICE ONLY

\$54⁹⁵

EASY PAYMENT PRICE

\$10.00 Down, \$5.26 per month for 10 months. \$62⁵⁸

Shipping Weight, 42 Pounds.

Operates on 60 Cycle, 105-125 Volts A.C.

17-TUBE (Order Model L-17)

Model Table Cabinet with 17-Tube Super DeLuxe Chassis (shown on pages 8 and 9) . . . Organ Key Tone Control . . . Touch Key Tuning . . . Dial-A-Band . . . Double Action Tuning "Eye" . . . Anten-A-Scope . . . 8" Electro Dynamic Speaker . . . 5 bands.

FACTORY CASH PRICE ONLY

\$63⁰⁵ Complete

EASY PAYMENT PRICE

\$10.00 Down, \$6.19 per month for 10 months. \$71⁸⁸

Shipping Weight, 47 Pounds.

Operates on 60 Cycle, 105-125 Volts A.C.



LOOK AT THESE BARGAINS!



MIDWEST MODEL A-9

9 Tube Console
9-Tube "Overseas"
Chassis... 4-Button
Touch-Tuning...
Full-Floating Dy-
namic Speaker...
Fidel-A-Stat Tone
Control... Tele-
vision Adaptation...
Anten-A-Scope...
Cathode Ray Tuning
Eye... 3 Bands.
Range: 550 to 18,000
KC. (16.7 to 545
Meters)

(Operates on 60 cycle, 105 to 125 volts A. C.)

Here's exceptionally fine Midwest performance at any amazingly low factory price... Here are sensitivity and selectivity that live up to the 20-year old Midwest tradition of giving so much for the money direct from the factory... here is clear, full-bodied tone, that you ordinarily expect in much more expensive radios employing ten or eleven tubes... here is styling that is modern and up-to-the-minute. You will delight in the way it instantly brings in your favorite stations by simply lightly pressing a button or how easy it is to tune in distant and American programs, Airplane, Police, Amateur, Ships at Sea on the attractive illuminated 3 band dial—you'll enjoy the tone from its Full Floating 8" Dynamic Speaker. Size: 39" high, 22½" wide, 12" deep.

Order Model A-9
Complete: Ready to operate.

YOUR CASH PRICE ONLY... \$38.75

EASY PAYMENT PRICE
\$8.00 Down, \$4.53 per month for 8 months... \$34.18
Shipping Weight, 50 Pounds.

MODEL S-4 BATTERY OPERATED 1½ VOLT RADIO

This is the answer to the farm or rural community problem. Fully covers the American Broadcast band from 1725 to 550 K. C. (175 to 545 meters). One of the most economical radios on batteries ever designed. Only four tubes but, as the latest dual purpose low drain tubes are used it gives long distance performance equal to many six tube receivers. Attractive Walnut finished Plastic Cabinet measures 9" long, 6" deep, and 6½" high. Comes complete with dry A and B battery pack which if used 3 hours daily will give nearly 4 months service without replacement and can then be replaced at a cost of \$3.95.

You will like the big radio performance of this little set. Complete with tubes and "A" and "B" batteries ready to operate... **\$19.95**



6-TUBE AC-DC

Model K-6

6-Tube (1 Ballast)
AC-DC Compact
Model... 5 Touch
Buttons, 2 Bands.
Range: 550 to 3-
000 KC (140 to
545 Meters)



Here's the answer to a widespread demand for a low cost set which can operate either with direct or alternating current. Superheterodyne, 5-inch Electro-Dynamic Speaker, 5 Touch Buttons for instant tuning of your favorite stations. Easy-to-Read Illuminated Slide Rule Dial, Splendid Tone Quality and plenty of volume! The charming walnut finished plastic cabinet measures 7 inches high, 10 inches wide, 7 inches deep.

Covers Foreign and American Short Wave bands, American Broadcast and Police.

Order Model K-6

Complete, ready to operate... **\$13.95**
Shipping Weight, 10 Pounds.
Operates on 105 to 125 Volts A.C. or D.C.

5-TUBE PORTABLE OPERATES ON BATTERIES OR STANDARD HOUSE CURRENT

Model P-5

At home, hotels, cabins, etc., operate on standard house current, 110 volts AC or DC, saves your batteries.

Traveling on trains, in cars, airplanes, camping boats, use built-in long life batteries (250 hour life).

5 Tube Superheterodyne. More powerful than 3 and 4 tube sets. Dynamic Speaker, Automatic Volume Control, Built-In aerial reduces interference. Latent Airplane, Luggage Case, Wave Band Coverage 1725 to 550 KC. Complete with 1-1½ volt and 2-45 volt batteries (will last 250 hours at 4 hours per day use), and cord and plug for operating on house current. (115 volts AC or DC) Ready to carry and play. Size 14½" Long x 9½" High x 5" Deep.

Complete, ready to operate... **\$17.95**
Shipping Weight (packed) 16 lbs.



TABLE PHONO RADIO

Model PH-5

5-Tube Radio-Phonograph Table
Model... Electro-Dynamic
Speaker... Range: 1725 to 550
KC (170 to 555 Meters)... Self-
Starting 78 R. P. M. Electric
Phono Motor and Crystal Pick-up.



This attractive radio-phonograph combination is always ready to tune in your favorite local or long distant American Broadcast and police stations and to play your favorite recordings. The advanced construction and new features of this combination make it perform with the

brilliance and fidelity of ordinary combinations costing much more money. Its AVC action maintains uniform volume on all waves. The 6" Dynamic speaker gives high-quality sound reproduction. Its self-starting, quiet, 78 R. P. M. electric phono motor (needs no winding) plays both 10" and 12" records. Vernier Tuning... Beam Power Output... New Type Pick-up. Improved Audio Circuit. Cabinet is finished in two-tone Walnut with hinged lid. Size 9¼" high, 14" wide, and 11½" deep.

YOUR NET CASH PRICE ONLY... \$19.95

EASY PAYMENT PRICE
\$8.00 Down, \$1.85 per month for 8 months... \$22.80
Shipping Weight, 17 pounds.

Notice: Operates on 60 cycle, 105-125 volts A. C.

MIDWEST MODEL M-9

Model M-9... (AC)... 9-Tube Table
Model... 9-Tube "Overseas" Chas-
sis... 4-Button Touch Tuning...
Full Dynamic Speaker... Television
Adaptation... Cathode Ray Tuning
Eye... Anten-A-Scope... 3-Bands.
Range: 550 to 18,000 KC (16.7 to 545
Meters.)

Think of it, a three band long distance, nine tube Superheterodyne table model that will bring you American and Foreign



reception! This low factory price and on 30 days trial. You can use either the

handy push buttons for favorite stations or the illuminated dial for long distance stations with life like tone quality. The especially matched full dynamic 6" speaker gives fine rich tone equal to many console radios, while the tone can be controlled for voice or music by means of the Fidel-A-Stat. An aristocrat of table models, this radio is beautiful from every point of view. Size: 11 inches high, 17¼ inches long, and 8½ inches deep.

Complete ready to operate.

YOUR CASH PRICE ONLY... \$29.95

EASY PAYMENT PRICE
\$8.00 Down, \$3.26 per month for 8 months... \$34.11
Shipping Weight, 18 pounds

Operates on 60 cycle, 105 to 125 volts, A.C.

IMPORTANT NOTICE!

As extra radios in bed rooms, spare rooms, or for taking with you when traveling we offer a line of high quality compact table radios at very attractive prices. We would like to point out however, that while these models are equal or superior to most small radios on the market today, they will not, nor will any small radio made today, give you the wonderful performance possible with a console radio such as the 17 and 12 tube Midwest 1940 models shown elsewhere in this catalog because it is just not physically possible due to lack of space to incorporate the many latest features in table model radios. If you want the utmost in magnificent tonal realism, and all around enjoyment choose one of the larger models and choose a smaller Midwest for your second radio.

IMPROVE YOUR RECEPTION WITH THIS NEW TYPE "REDHEAD BOOSTER" AERIAL SYSTEM—



Midwest receivers are so much more sensitive than the average radio that no outside antenna is required for local or near-by stations and we have provided a built-in antenna called the Anten-A-Scope for reception of these near-by stations.

In general, however, more stations will be heard with less noise when a good outside antenna such as the new type Midwest "RED HEAD BOOSTER" aerial system is used.

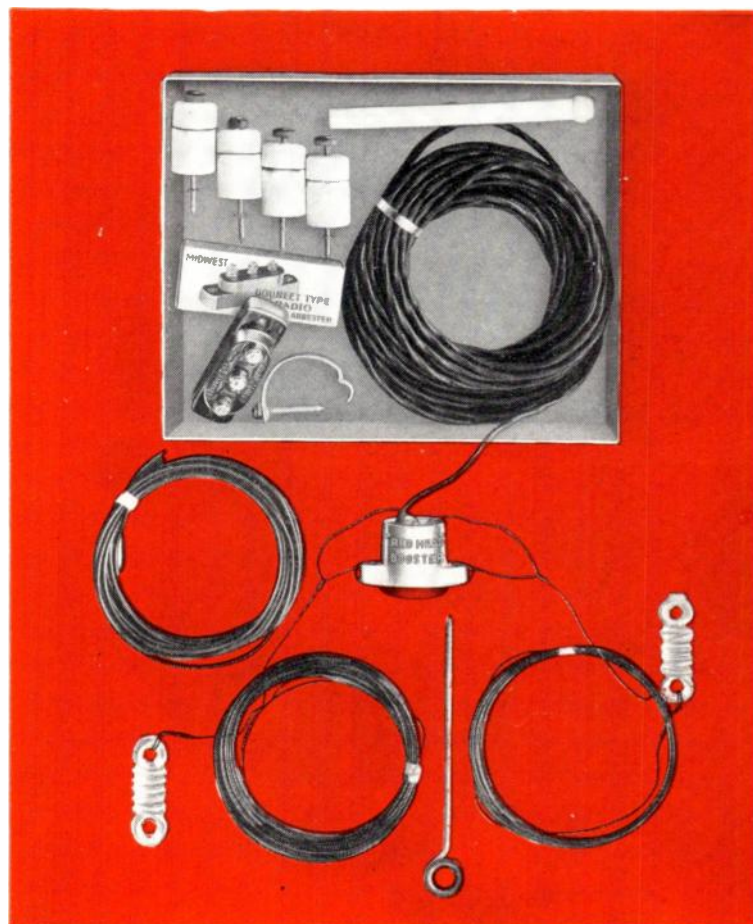
This antenna was especially designed for use with all 1940 Midwest radios and has aroused widespread interest. It is not to be compared with ordinary doublet antennas. Midwest engineers recommend that this De Luxe Antenna Kit be used if you want the utmost in radio reception. Many radio enthusiasts are installing this antenna and writing us of the wonderful results they secure, which would not be possible without such an efficient outside aerial.

It incorporates the exclusive Midwest "Red Head" Antenna Booster which acts as an energizer or "Booster" for building up weak long distant radio waves resulting in higher efficiency pick-up, noise reduction and finer long-distance radio reception. It is important to note that this specially developed Midwest antenna can be used on all wave bands—up to 2000 meters.

In designing this new Doublet Antenna, Midwest engineers took advantage of the noise-reducing properties of the Doublet Antenna and transposed lead-in.

They arranged the two legs of the doublet so that the frequency covered was tremendously extended. One leg, 17 feet long, responds excellently on the 9 to 15 megacycle bands, while the other leg, 41 feet long, covers the 6 megacycle bands, amateur, phone and police bands. The combined legs respond admirably to broadcast and long-wave bands. It can be put up in a "jiffy" by anyone without special tools as it comes to you with antenna and lead-in wires all soldered and connected together. Simple directions are furnished.

This new and better Antenna gives much more uniform response on every wave band and cuts down man made electric interference, such as electric signs, electric motors, fans, vibrators, and other electrical disturbances in your neighborhood. So we especially recommend this antenna if you want the best possible reception.



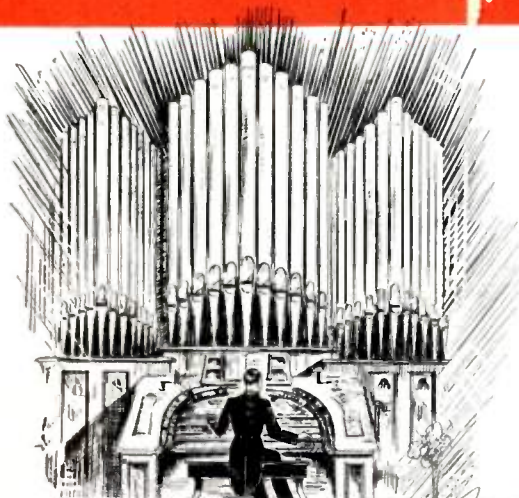
COMPLETELY SOLDERED AND ASSEMBLED

Doublet Antenna consists of a 41-foot leg and 17-foot leg of aerial wire . . . (completely soldered and assembled); one 50-foot coil of two conductor transposed lead-in cables; 2 Glass insulators; 1 improved "Red Head" Antenna Booster; 1 "Safety" double lightning arrester; 1 (6-inch) Stand-off insulator; 1 (6-inch) Porcelain tube; 1 Type "C" ground clamp; 4 Porcelain knobs of the split type with leather protector; 10 Insulated staples; one 25-foot coil ground wire.

FACTORY CASH PRICE COMPLETE

Order Model RH **\$3⁶⁹**
(Not Sold On Trial)

ONLY MIDWEST OFFERS THE AMAZING NEW ORGAN-FONIC TONE FILTER!



ONLY MIDWEST offers the Organ-Fonic Tone Filter . . . a 1940 feature which is gripping the imagination and firing the enthusiasm of technicians and musicians alike. This is one of the many Midwest features that result in Midwest tonal reproductions being smoother and clearer than that reproduced by some makes of radios costing much more. It does away with booming, barrel-like tones, overload and false harmonies—resulting in a beautiful concert realism, true depth and greater richness of tone that doubles radio enjoyment.

These advantages result from the development of ORGAN-TYPE RESONATING PIPES by Midwest technicians. Arranged in graduated sizes, they more than triple the usual baffle effect. These multiple resonant acousti-chambers deliver the true, round, rich tones of instruments and voices being reproduced . . . give them a majestic sweep, vibrancy and color that delight the ear . . . make the Midwest an even finer musical instrument.

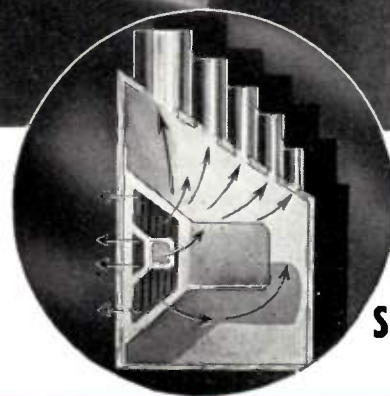
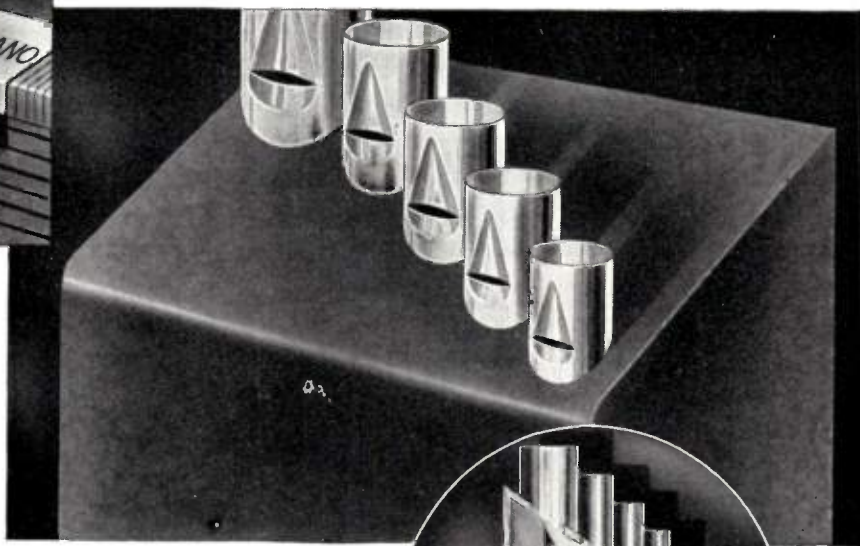


ORGAN KEY TONE CONTROL

To blend harmonies to any desired richness of tone all you need do is lightly touch any of the Organ Tone Key Controls. You are the absolute master of color-tone changes in music . . . brass, string, vocal, or orchestra . . . just as effectively and easily as a great musical director controls his orchestra.

You actually choose fourteen distinct vibrations of tone by touching one or more of the four tone-harmony keys. These same keys make it easy to match your Midwest to the acoustical properties of the room in which it is placed. We believe you will never again be satisfied with ordinary methods of tone control, after you hear the new 1940 Midwest.

(See pages 6 and 7)



**DUAL
SPEAKERS**

MIDWEST RADIO CORPORATION

909-911 BROADWAY, CINCINNATI, OHIO, U. S. A.

Established 1920—Trade Mark "Midwest" Reg. U. S. Patent Office (Authorized Capitalization \$1,000,000.00)

Printed in U. S. A.