

10TH ANNIVERSARY - LATEST 1930 EXTRA!

FACTORY TO YOU - SAVE <sup>TO</sup> 50% - 30 DAYS FREE

# THE MIRACO RADIO NEWS

"MIRACO RADIO GETS 'EM FAR AND CLEAR"

Published by MIDWEST RADIO CORPORATION . . . 10th Successful Year . . . Cincinnati, Ohio, U. S. A.  
. . . . . One of America's Oldest, Largest, Most Experienced Radio Manufacturers . . . . .

## ENJOY A POWERFUL NEW MIRACO 30 DAYS FREE IN YOUR HOME

# Screen Grid Tubes

We Pay the Freight  
No Obligation to Buy  
(AMAZING PARTICULARS INSIDE)



# 3 of them!

## Used in the Latest Miraco AC-9

The Screen Grid A-C tube marks a tremendous advance in amplification as to volume and sensitivity, and is unaffected by small line-voltage changes. It has characteristics which eliminate the former need for "balancing" or neutralizing the sets. It is a product of years of test and development, having been "held back" until thoroughly perfected.



A. G. HOFFMAN, PRESIDENT, EXPLAINS ABOUT SCREEN GRID TUBES IN SIMPLE LANGUAGE

When screen grid tube sets first came out, some rash manufacturers threw caution aside to offer "something new." Before new circuits could be thoroughly tried, before screen grid tubes could be balanced and uniformly matched in volume production, these makers offered radios which used more than one screen grid tube. Considerable trouble resulted, as was to be expected. One of the largest makers, it has been reported, had to shut down at the peak of the season to revise his sets.

Screen grid tubes tremendously increase amplification, and many of the early 1930 model radios using several screen grid tubes brought in "all the noise of creation" along with the programs.

Knowing that most people want rich, clear, powerful volume with maximum possible selectivity and sensitivity—but NOT "thunder"—in our early 1930 sets we used only one screen grid tube. We decided to wait until circuits properly using several screen grid tubes were completely perfected and tube makers could produce uniform tubes.

These MIRACOS were so satisfactory that our entire output was sold out. Imagine the advantage this gave us, when other big radio firms were loaded to the gills with unsold early 1930 models. You will see these old models being unloaded

for months to come. DON'T BE FOOLED BY OFFERS ON THEM!

We have been able, however, to bring out our New Advanced 1930-31 models months ahead of competition, taking advantage of latest advancements in the fine set field and giving you the latest in fine cabinets, too.

Because circuits and tubes are now perfected, we are able to offer at amazingly low prices—our new Advanced 1930-31 MIRACO A-C 9, using THREE (3) SCREEN GRID tubes, three long-life, hum-free "227" heater tubes, including one as a power detector, two "245" push-pull power tone amplifying tubes and a "280" rectifier. Also the New Advanced MIRACO Screen Grid Battery Six!

Every advantage in purity, clarity and power that screen grid tubes can offer is now yours in a New Advanced 1930-31 MIRACO—all the volume, all the sensitivity, all the tone richness on every note that you want—the finest radio performance at the lowest cost.

Every MIRACO being offered to-day is a New Advanced 1930-31 model—we are completely sold out of the early 1930 models. What a final tribute to the greatness of MIRACO value because every set is sold on trial and has to make good amidst keenest competition and price-cutting.

**3  
SCREEN  
GRID  
TUBES  
and  
LOWER  
PRICES!**

# PRICE WAR RAGES IN THE RADIO FIELD

Miraco Accepts Challenge

Beautiful Brand New Latest  
1930 Models at Greatly

## SLASHED FACTORY PRICES

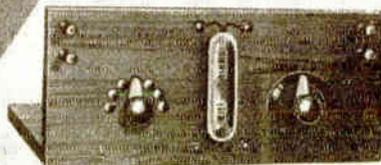
WE PAY THE FREIGHT

WorldRadioHistory

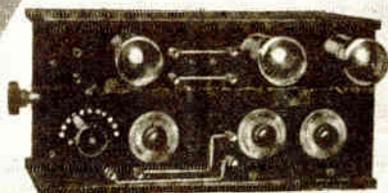
### SEE INSIDE PAGES!

# Ten Years of Progress with Miraco Radios

## 1920



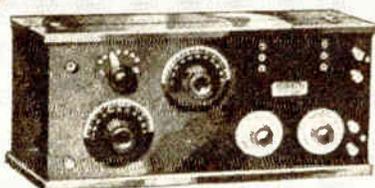
Miraco V-T Control, first advertised in 1920.



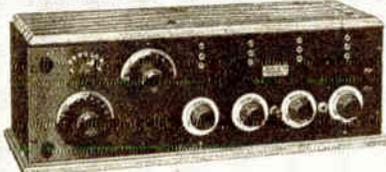
Miraco 1-tube set with amplifier — 1921-22.



Miraco Broadcast Receiver. A "thriller" in 1922-23.



Miraco 3-tube set. It pulled 'em in in 1923-24.



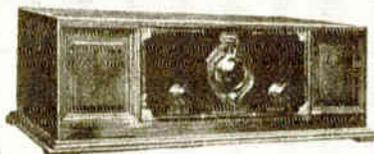
Miraco MW-4-tube set. It got 'em coast to coast in 1924-25.



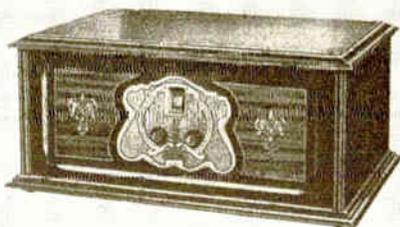
Miraco 5-tube set. A sensation for distance and selectivity in 1925-26.



Miraco Ultra-5 introduced finer tone quality and performance in 1926-27.



Miraco Unitune-5 was the hit of 1927-28. Introduced successful one-dial tuning.



Miraco Unitune-8, in 1928-29, brought another great advance in radio perfection and Miraco AC console radio models again upheld our reputation for outperforming costliest sets.

### See the 1930 Miraco's Inside

**PROOF!**

Many claim to be "Pioneers"—Miraco proves it! Present Miracos are the product of 10 successful years of actual manufacturing achievement in Radio. Few other big companies can point to a record of successes since 1920. Crude as these older Miracos now appear, in their day they were the best—just as 1930 Miracos loom out as best today, at anywhere near our low prices.

# Order Direct

from the

## Factory

on

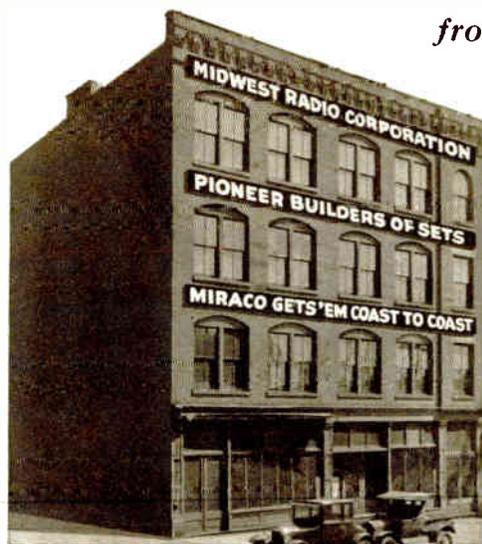
30 DAYS'

## Free Trial

(Amazing Particulars Inside)

### Save to 50%

### Get Latest 1930 Screen Grid Radios



We occupy every inch of this great 4-story laboratory—largest in the world building and selling high-grade sets by mail. Visitors welcome.

### PLAY SAFE!

Know that your Radio is actually backed by a big, old, successful manufacturer with a world-wide reputation for fair, square dealings. This is our 10th successful year. To the thousands of satisfied users who have built our business to its present huge size, we require no introduction. But those who have yet to enjoy the pleasure and lasting satisfaction of operating a MIRACO, may wish first to be assured that our Company is thoroughly reliable. Read these—

### Latest Facts About Us

1. One of America's oldest, largest, most experienced builders of fine sets—tenth successful year.
2. Custom-builders. ALL MIRACOS must pass through our own big laboratory for thoroughly testing under actual broadcasting conditions.
3. All sets offered with or without equipment on a Guarantee of Unconditional Satisfaction allowing 30 days' home trial privilege on EVERYTHING. (See guarantee bond.)
4. Dealing direct by mail with users, representatives and dealers, we effect tremendous savings which explain the amazingly low prices that save you up to one-half.
5. 10-year reputation for keeping all promises to the letter. Highest references from users, banks and all business concerns with whom we have dealt for years.
6. An honest, thoroughly responsible concern which you can absolutely trust to ship you the finest sets and equipment your money will buy.

THE PEAK MARKET BANK & TRUST CO.

CHARTERED FEBRUARY 18, 1853  
INCORPORATED IN OHIO  
CAPITAL AND SURPLUS FUNDING RESERVE  
RESERVE & PROFIT FIVE ONE HUNDRED THIRTY SEVEN THOUSAND DOLLARS

ATTORNEYS LEHMAN BREYER & CO. JOSEPH A. HELMERS  
100 W. WASHINGTON ST. CINCINNATI, OHIO

MEMBER FEDERAL RESERVE SYSTEM  
CINCINNATI, OHIO  
June 22, 1929

TO WHOM IT MAY CONCERN:

For years we have known The Midwest Radio Corporation of this city. Being one of the first organizations to engage in the manufacture of radio sets, to us their success since 1920, is evidenced by the sound and steady expansion of their business from year to year.

We are personally acquainted with their officers, and from experience consider them to be men of honor, integrity and ability.

We consider them to be both morally and financially responsible. They have a reputation for fair and square dealings. We feel, therefore, that any money entrusted to them for radio equipment, in accordance with their agreement, will be refunded if desired.

Yours very truly,  
THE PEAK MARKET BANK & TRUST COMPANY  
Joseph A. Helmert  
By JOSEPH A. HELMERT  
Executive Vice President

JAH:km

### Unquestioned Reliability!



Read what this big Cincinnati Bank has to say about our integrity and responsibility.

# A Personal Message to You from President A. G. Hoffman

The Latest Screen Grid  
(3 Screen Grid Tubes)  
1930 Advanced Models



Compare with Costliest  
Radios Before Deciding  
Deal Direct with Factory  
"Radio War Prices"

Dear Radio Friend:

The Radio Price War is on! Early 1930 models, many of which were failures and resulted in their makers shutting down or going broke, clutter the market. Dealers are loaded. So prices are being chopped right and left on these "distress radios" which few people will take chances on.

We, however, had a most wonderful season. We SOLD OUT—and on trials, mind you—every one of our early 1930 models!

With brand new, Advanced 1930-31 MIRACOS, therefore, we have entered the price battle! WE ARE MEETING OLD MODEL COMPETITION WITH NEW MODEL RADIOS and are more than BEATING THEM ON VALUES!

The latest SCREEN GRID A-C 9. Using THREE (3) "224" screen grid tubes! Using THREE (3) of the famous hum-free "227" tubes! Using TWO (2) of the matchless "245" power tubes! And a "280" rectifier!

The latest SCREEN GRID Battery MIRACO—using 3 screen tubes! And beautiful NEW console cabinets—the latest—in designs you can get ONLY with our sets.

## WE TAKE ALL THE RISK!

Will you, AT OUR RISK, let your friends, neighbors and others see and hear the beauty of one of our latest, powerful Cathedral-toned Advanced 1930-31 Screen Grid Model Miracos?

I will send it to your home, completely assembled ready to play, in any cabinet you select, FOR A GOOD LONG 30 DAYS of "front-seat" entertainment at the WHOLESALE PRICES shown on order blank.

Enjoy it all you like, day and night, for a month—compare it in performance, power, appearance, tuning, construction and equipment—with highest priced new radios—get the opinion of everybody. Unless they congratulate you on your choice—unless you are 100% satisfied that you have the MOST SELECTIVE, MOST MAGNIFICENTLY TONED, MOST POWERFUL DISTANCE GETTER and the FINEST, HANDSOMEST, high-grade Custom-Built radio your money can obtain—DON'T BUY IT.

## EVERYTHING INCLUDED IN THIS AMAZING OFFER

You know how lots of people are—they see our extensive national advertising but they just can't believe MIRACOS are so far and away better, because of our low prices. They don't realize that we are one of the largest and most successful of the old, long-established concerns building fine radios. They overlook the fact that, custom-building our own sets and selling direct as we have for 10 years without salesmen or middlemen to pay, we offer values that no other method begins to duplicate as our many thousands of satisfied customers have learned.

That is where you will have the advantage—and will you just "show up" the other sets for us and let folks see how much more they can get in MIRACOS?

## NO OBLIGATIONS—NO STRINGS TO OUR OFFER

You are UNDER NO OBLIGATION whatsoever after ordering even one MIRACO, any model you choose—either the set alone, the set completely equipped, or the set with any accessories or equipment you choose—at WHOLESALE prices—on 30 days' Home Trial. Freight prepaid.

Here's the secret! I have found that these latest MIRACOS so completely delight everybody who sees and hears them that chances are 100 to 1 you will either sell your outfit to somebody right away or people will ask you to get MIRACOS for them (at nice profits to yourself)! Frankly, that is how our sales grow by leaps each year—and demand for these Advanced 1930-31 MIRACOS is again exceeding anything in our history.

GET YOUR MIRACO FREE AS OTHERS DO  
Thousands have done this—no reason why you can't. No "selling," canvassing or sales ability is needed. Just let people see and hear your MIRACO—it will sell itself quickly. Ask the National Retail Price, if you wish, and make a fine profit. Then order one or two more at your WHOLESALE price. Your profit on two or three sales buys a Miraco to keep for yourself.

MIRACOS GUARANTEED UNBEATABLE AMONG FINEST SETS  
Be thoroughly convinced AT OUR RISK. Your verdict FINAL—there are no "ifs" or "ands" to OUR offer.

YOU NEEDN'T SEND US A CENT  
If you prefer to deposit the money at YOUR bank while trying the MIRACO outfit, write us to send you a special form for your bank to fill out and return to us. It makes no difference to us.

Like the many, many thousands of others who have accepted MIRACOS on trial, YOU WON'T WANT YOUR DEPOSIT BACK. If you do, however, you'll get it—with the greatest courtesy from your bank or from us. No concern could have built up a big successful business like ours without long ago having established its reputation for ABSOLUTE HONESTY, LIVING UP TO ALL AGREEMENTS and giving the BIGGEST VALUES in the industry.

OUR FACTORY PRICES SAVE YOU UP TO ONE-HALF OR MORE

Exactly as we advertise, our factory-to-you prices actually save you up to one-half or more. Such high-grade sets have to retail at sky-high prices when marketed the usual way. Instead you benefit by the savings we effect through our low "overhead" and entire elimination of such costs as traveling salesmen's salaries and expenses, brokers' commissions, jobbers' discounts, etc. (Jobbers alone insist upon 50% to 60% off retail prices on sets sold through stores.) Also we save by doing away with elaborate bookkeeping and collection systems, credit losses, etc.

These facts explain to you why we can offer SO MUCH VALUE for so LITTLE MONEY.

QUALITY! QUALITY! QUALITY!  
THROUGH AND THROUGH  
BEAR THIS IN MIND. EVERYTHING WE MAKE AND SELL IS HIGH-GRADE. WE PREFER TO LOSE SALES RATHER THAN LOWER OUR REPUTATION BY SELLING MERCHANDISE WHICH WE KNOW CANNOT FULLY SATISFY PARTICULAR PEOPLE.

MIRACOS ARE CUSTOM-BUILT  
"We can't make all the Radio in the world—so we just make the BEST of it." That is MIRACO'S 10-year-old slogan of success.

"FLY-BY-NIGHTS" STILL ACTIVE  
Several imitators of our methods—we pioneered the sale of radios by mail—"disappeared" the last two seasons. New ones, of course, spring up annually with price snares, tempting guarantees and much "whoopie" to catch the unwary, but the MIRACO business continued to grow and succeed because it is founded on honesty and principles as solid as the Rock of Gibraltar.

WE COMPETE SOLELY ON QUALITY AND PERFORMANCE

We prefer to remain in the class represented by such automobiles as Rolls-Royce, Lincoln and other top-notchers. We prefer to sell sets built the laboratory way, the careful, sure way. Miraco sets are not only thoroughly tested in our laboratory with the most modern precision instruments but one of the important final tests given each complete outfit is the "air test." Every complete outfit must pass a rigid local and long distance test for volume, selectivity and tone. Even all the tubes shipped with each outfit, are tested right in the very set you receive. We thus avoid the inaccuracy and lack of uniformity unavoidable in ordinary mass factory production.

If, however, we sold MIRACOS other than direct to you, you'd pay tremendous prices. Our sets are as expensively built as radios which retail for up to 2 or 3 times our prices.

Yet, through the savings effected by 10 years of experience and continual growth in our direct-to-user

business, we succeed in UNDERSELLING the market on QUALITY sets and accessories. The people who DEMAND highest quality and finest performance in radios are increasing each year.

MOST MIRACOS ARE SOLD TO FRIENDS OF USERS

We started to build, advertise and sell radios back in 1920 when Radio was known as "wireless." We built up an enviable name for quality and performance from the very outset.

As a result, I know of no other radios which have so great a percentage of loyal, thoroughly satisfied boosters throughout America and abroad as the MIRACO. The best evidence is that MOST OF OUR SALES ARE MADE TO FRIENDS OF MIRACO USERS.

PLEASE READ EVERY WORD OF THIS LITERATURE

Please read our literature very carefully. It may seem long but it tells you all about us and our radios. I ask this because I want you to KNOW you can have ABSOLUTE CONFIDENCE in us. I want you to realize that you are dealing direct with a big, old, dependable manufacturing concern—one that has prospered and grown to its present size by satisfying customers. I want you to know that you are perfectly safe in entrusting money to us, that everything you receive will be as represented, with our guarantee back of it—the honest guarantee of a reliable big corporation.

LATEST MIRACOS ARE PRAISED TO THE SKIES

Would that I had room to print a HALF, a FOURTH or even a TENTH of the wonderful letters MIRACO users write to us. If you could spend only an hour here with me, reading the enthusiastic letters I receive about the performance of these Advanced 1930-31 MIRACOS, their equipment, their beauty—you would be hardly able to wait for us to rush your outfit to you. You wouldn't even ask for a 30-Day Trial!

These latest Screen Grid MIRACOS at their rock-bottom prices are scoring the greatest hit in radio history. "Don't see how it's possible for you to give such values," our friends write us. Well we couldn't if it wasn't for the recommendations of and the enormous business our many good friends send us which cuts our selling costs to the bone and which we deeply appreciate.

MY ONE AND ONLY OFFER—ACT!

At these astonishing low agents' prices—shown on order blank—you will realize we can't well afford to "follow up" again about this SPECIAL WHOLESALE PRICE 30-DAY FREE TRIAL proposition. Don't lay this offer aside expecting to hear from me again. Someone else may "get ahead of you." Best to play safe and ORDER NOW.

Furthermore, be assured this is our VERY BEST AND ONLY offer—we have no further inducements to offer. One exception! To those who order at ONE TIME three (3) or more outfits (assorted models or all the same models), we allow an extra discount and can arrange a SPECIAL EXCLUSIVE TERRITORY proposition which is very attractive. Particulars on request.

Read this literature thoroughly—right now! Let our TRUTHFUL statements, the testimony of MIRACO users, our 30-DAY TRIAL AND SOLID-YEAR GUARANTEE convince you that these Advanced 1930-31 MIRACOS are Radio's greatest values.

Now, if for any reason, you KNOW you can't accept my Special Offer within a reasonable time, please write me and if I can, I will extend this offer. But unless I hear from you with an order or explanation, please don't feel disappointed if I can't hold your territory open or indefinitely guarantee you these LOW wholesale prices shown on order blank.

Hoping to welcome you very soon to the big, world-wide family of Satisfied MIRACO Boosters, believe me

Yours most sincerely,  
MIDWEST RADIO CORPORATION  
*A. G. Hoffman*  
PRESIDENT

"Radio War Prices" on Latest Advanced 1930 Models

# You Needn't Send a Cent!

## You can leave the money in your bank

Many, many thousands of people have placed on deposit with us MILLIONS of DOLLARS while trying our radios. Seldom, however, is a Miraco returned. But to show you how we LIVE UP to our 30 Day Free Trial Offer, even in cases of sudden illness, unforeseen circumstances, changes of plans, etc., where people have wanted their money back, though there was complete satisfaction with the radios, we have refunded in full. Our record proves you take absolutely no risk in placing your money on deposit with us, which is the quickest, most convenient way. You can, however, leave it in your local bank during the trial period. It makes no difference to us—for we know you'll be too pleased with your bargain to part with the radio. *Bank Deposit Form, for your bank to fill out and return to us, will be sent on request with full instructions.*

## Tested and Approved by Radio's Highest Authorities

Year after year Miraco Radios have received unanimous approval and endorsement by leading radio testing laboratories conducted by reputable publishers to protect the public. The approval of these laboratories cannot be bought—it must be merited. Only a manufacturer of long established reliability could hope to point to such an endorsement. The many thousands of enthusiastic endorsements also received from Miraco users, confirm, in the last analysis, the verdicts of Radio's Highest Authorities. You insure complete satisfaction—you take no risk—you are guaranteed savings up to 1/2



*"OK'd" by leading publications*

For 10 years, leading publications—the kind that bar their pages to all but worthy and reliable advertisers—have sought and accepted Miraco advertising. As many publishers guarantee their readers against loss through advertisements, their year after year "O.K." on the Miraco proves that we have a solid reputation for building 100% satisfactory radios, for treating everybody fair and square and for living up to all agreements sincerely.



## Strongest Guarantee of Satisfaction

Just because some new imitators of our methods may also offer a 30 days' trial do not be swept off your feet. First of all, look up the concern.

How long has it been in the radio business? Did you ever hear of it before under that name? (Some individuals, we understand, change their firm name, leaving last year's buyers holding the bag.) Also remember: You want a radio to keep and enjoy for years and years to come. Play safe and order a Miraco.

### MIRACO GUARANTEE BOND

**This Certifies** that MIRACO Radios and ALL their equipment satisfy you 100% or your purchase price will be CHEERFULLY AND PROMPTLY REFUNDED WITHOUT QUESTION, as follows: All we ask is that you show good faith by giving the set and equipment a fair 30 days' trial and reasonable care, and that you make your decision at the end of the liberal time period allowed you. YOU ARE THE SOLE JUDGE.

**FURTHERMORE, WE GUARANTEE EACH MIRACO SET FOR ONE SOLID YEAR:** Should any parts prove defective, we will replace them without charge upon return to us prepaid within one year. We build Miracos 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 guarantee can be written—in other words, performance rather than the best of promises.

MIDWEST RADIO CORPORATION  
10th Successful Year

*A. B. Hoffman*  
PRESIDENT

This guarantee applies to all parts used in building the latest series Miraco Sets.

# WE TAKE THE RISK

We Guarantee 100% Satisfaction and Savings  
up to 1/2—also We Pay the Freight

**PUT IN YOUR HOME ON 30 DAYS TRIAL-**

## Cathedral Tone Quality Pours Forth

In a single set the New Advanced 1930-31 MIRACO offers the latest of the new, proved, worth-while discoveries of the year which have radically changed radio—AT AMAZING SAVINGS DUE TO SELLING DIRECT BY MAIL. (MIRACO sets are described fully on last pages.)

### "YEARS OF SQUARE DEALINGS"

I have been handling, using and selling your radios ever since you put your Model MW 4 tube set out and I can truthfully say that every one of your sets that have passed through my hands are all strictly all that you claim for them, and I can add that they have far exceeded any claim in your advertisements.

I have quite a number of your radios scattered among my friends and they are all highly pleased and have nothing but praise for their performance.

The Model MW that I first got in 1924 is still in operating order and is in daily use and giving complete satisfaction at this date, as are every one of your radios that I have handled since that date.

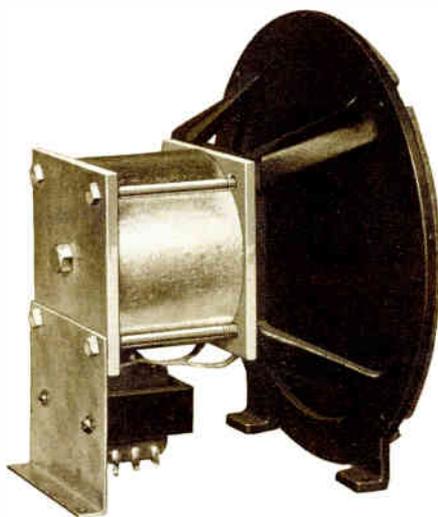
As far as performance of all the models I have handled they are a daily enjoyment with my patrons. There is no more that can be said of any make be they of the highest priced radios, that away and beyond exceed the cost of a Miraco.

I will close by saying that in all my dealings with the Midwest Radio Corporation they have done all that they have advertised and all that they claim they will do, and they are always willing to do the fair thing by anyone that has dealings with them, and can be depended upon at all times to give their customers a fair and square deal. Nothing more could be asked of any firm. R. S. FARRAR, Cone, Mich.

GLORIOUS CATHEDRAL TONE!  
BALANCED!

Super Power Cathedral Electro-Dynamic reproducers—the latest acoustic triumphs

from this



CATHEDRAL SUPER DYNAMIC SPEAKER  
IN ALL A-C MODELS!

Cathedral Super Electro-Dynamic unit, with all A-C 9 outfits. By ear-and-laboratory test, the best. Gloriously rich, clear—proper emphasis on every note. Mounted in consoles with scientific baffle arrangement, back of grille, to utilize its full tonal possibilities without rattling or getting out of adjustment. Full floating diaphragm. (Cathedral Magnetic unit supplied with the Screen Grid Battery Sets.)

—contribute to your enjoyment of "the finest radio performance at any price" with these new Mastercrest Aristocrat Cabinets.

Revolutionary progress has been made in radio speakers during the last year. MIRA-

CO offers the latest and best—at amazing savings.

No hum, squeals, howls or whistles—no fuzzy garbled reception on low wave stations—full range and volume on higher waves—"one-station-at-a-time" selectivity—distance with the volume of locals—combined with the richest, full-rounded, most life-like reproductions of voice and instruments that costliest outfits can offer.

Rich, deep, full base notes of low-pitched instruments—the basses, the saxophones—high notes of piccolo, flute, violin—high "C" of sopranos—you enjoy all notes with their proper emphasis and with depth, color, perspective and reality—just as if each performance was being announced and presented in your home instead of hundreds or thousands of miles away.

No distortion, no "rain-barrel" effects, no rattles or blasting, no unreal sounds, to missing notes. Just the clear, brilliant, distinct richness and mellowness sought for years—glorious Cathedral tone!

Loud or soft—volume to flood a huge hall or toned down to enjoy in one room—you have this range of power at your command.

Your MIRACO will be the envy of those who paid double or more than you did. "You have the most beautifully toned radio in town"—"I never heard a radio so clear and life-like"—"You'll hear these expressions from your friends, time and again.

And remember—30 days' trial in your home guarantees that you must be completely delighted in every respect or you needn't buy. Send in your order now—your MIRACO will be on its way to you within 24 hours! And we pay the freight!

Advanced  
1930  
Models

**No Mixing of Stations**

I can get any station I want very easy on the AC-9 without a bit of trouble and without stations mixing. Just what you advertise to be, satisfactory in all your dealings, you sure have given me a square deal, and I sure appreciate it.

Ben Warren,  
Battle Creek, Mich.

**As Good as the Best at Half Price**

I am taking great pleasure in complimenting you not only on your Products but upon your fair dealings. I never dealt with anyone with any more satisfaction than I have with you and I sure have had dealings with many.

My Miraco AC-9 is all that could be desired in radio. Unable to say enough for Miraco. As good as the best for one-half the price.

C. Bramble,  
Clark, Elmira, N. Y.

**His Brother Paid More to His Regret**

We are very much satisfied with the new AC-9 Miraco. My brother has a high priced set. He said he wished he had seen my set first. It is a pleasure to do business with a corporation that stands back of their advertisements.

Joseph Tacy,  
Keene, N. H.

Radio  
War  
Prices

# Radio Attains Supreme Heights of Artistic Reproduction



Your Money  
Can Buy  
Nothing  
Finer

in this  
Aristocrat  
Console  
Speaker

Designed exclusively to beautifully house the New Advanced 1930-31 MIRACO PERFECTED TRIPLE SCREEN GRID A-C 9! An accomplishment of highest artistic merit, unmatched even at much higher prices.

Note the convenient placing of the beautiful escutcheon dial-plate and knobs in a central unit of artistic design, AT EYE-LEVEL VISION. Standing or sitting, you can easily read the lighted dial while changing stations.

Sparkling maple burl overlay panels surround the graceful recessed center panel which is framed in attractively figured walnut.

The sliding doors (far more attractive and practical than folding doors in this type console) are of select four-way matched Oriental walnut.

The handsome scroll grille is backed by harmonizing gold cloth, with scientific baffle arrangement concealed behind it on which speaker unit is securely mounted.

The top is of richly grained walnut.

The sides are also of beautiful walnut. Note the graceful fluted legs, artistic base and stretcher. A luxurious two-tone walnut finish, with deftly high-lighted antique shading, completes the charm of this magnificent console.

## DIMENSIONS

52½ inches high, 26½ inches wide, 17½ inches deep. Compartment for set is 22½ inches wide, 15½ inches deep, 10½ inches high.

## MAGNIFICENTLY FINE NEW CONSOLES

Your home will be beautified, your friends impressed by your MIRACO in one of these magnificent period-design Mastercrest Aristocrat consoles, executed in finest cabinet woods and finishes. Smart, new, yet rich in the artistic simplicity of their graceful lines and proportions, people of good taste will approve these consoles. They possess qualities of which you will never tire, whereas over-ornamented consoles frequently become "eye-sores."

Mastercrest consoles are exclusive—conceived and produced only for us. There are no "stock models." You will observe many sets this year at double our prices, in consoles of less charm.



MASTERCREST, MODEL A  
All Outfits Complete—Positively Nothing  
Else Needed

## COMPLETE OUTFIT No. 101—SCREEN GRID ELECTRIC

This complete outfit consists of above console, with mounted Cathedral Super-Electro-Dynamic Reproducer unit, new advanced 1930-31 MIRACO, PERFECTED TRIPLE SCREEN GRID A-C 9 set with the 9 standard A-C tubes in place, and complete antenna. NOTHING ELSE NEEDED.

For 100-130 volt, 50-60 cycle A-C current only.

OUR REGULAR \$250.00 RETAIL LIST

Completely Assembled—Ready to Plug-in and Play!

### "ALL WE CLAIM AND MORE"

I received my A-C 9 Model A Radio set three weeks ago O.K. and in fine condition and will say it is all you claim and more. I am well pleased with it in its ability to cut through local stations and separate stations, and for volume sure has plenty and has such a clear tone which makes it a wonderful radio to listen to. My friends that have heard it think it a wonder and could not be bought in this city for double the price I paid for mine.

I have had Florida and Montreal, Canada, New York and west as far as Missouri and Kansas with no outside aerial. I can sure recommend the MIRACO to any one.

W. H. SHEEHAN, 505 N. Union Ave., Alliance, Ohio

Latest Advanced 1930 Miraco Screen  
Remember! We completely SOLD OUT our earlier  
1930 Radios. Others are still unloading obsolete  
left-overs. They are slashing prices to get rid of

SEE NEXT PAGE FOR MORE NEW

8  
**HERE IT IS!**

THE LATEST 1930-31

**MIRACO**

*Perfected Triple  
Screen Grid*

**A-C9**

Battleship construction, advanced steel shielded chassis, which is furnished with Mastercrest cabinets shown on previous pages.

A magnificently New Advanced 1930-31 Super-Sensitive Triple Screen Grid, Power Detection, Push-Pull Power Electric Radio Chassis of Finest Quality.

We take all the risk of having it delight you.

Plugs into your light socket  
For 100-130-volt, 50-60 cycle A-C current only.

Phonograph Amplification.

As fine as it looks, 19½ inches wide,  
10½ inches deep, 7 inches high.

(Lower View Shows Total Shielding)

**Some of the New Advanced  
Features:**

—Uses not one but THREE (3) SCREEN GRID TUBES, the latest "224" amplifying type, producing a degree of operating efficiency that could not be obtained through the use of any other tube. Allowing a radio frequency amplification gain of approximately 50 per stage as compared with 7 or 8 obtained with ordinary tubes.

Plus THREE (3) hum-free "227" amplifying and power detector heater tubes that keep current noises out of the set; PLUS TWO (2) of the big super-power, push-pull "245" audio amplifying tubes; PLUS a sturdy, dependable "280" rectifier tube! (Each genuine Bakelite socket marked and color coded for the right tube.)

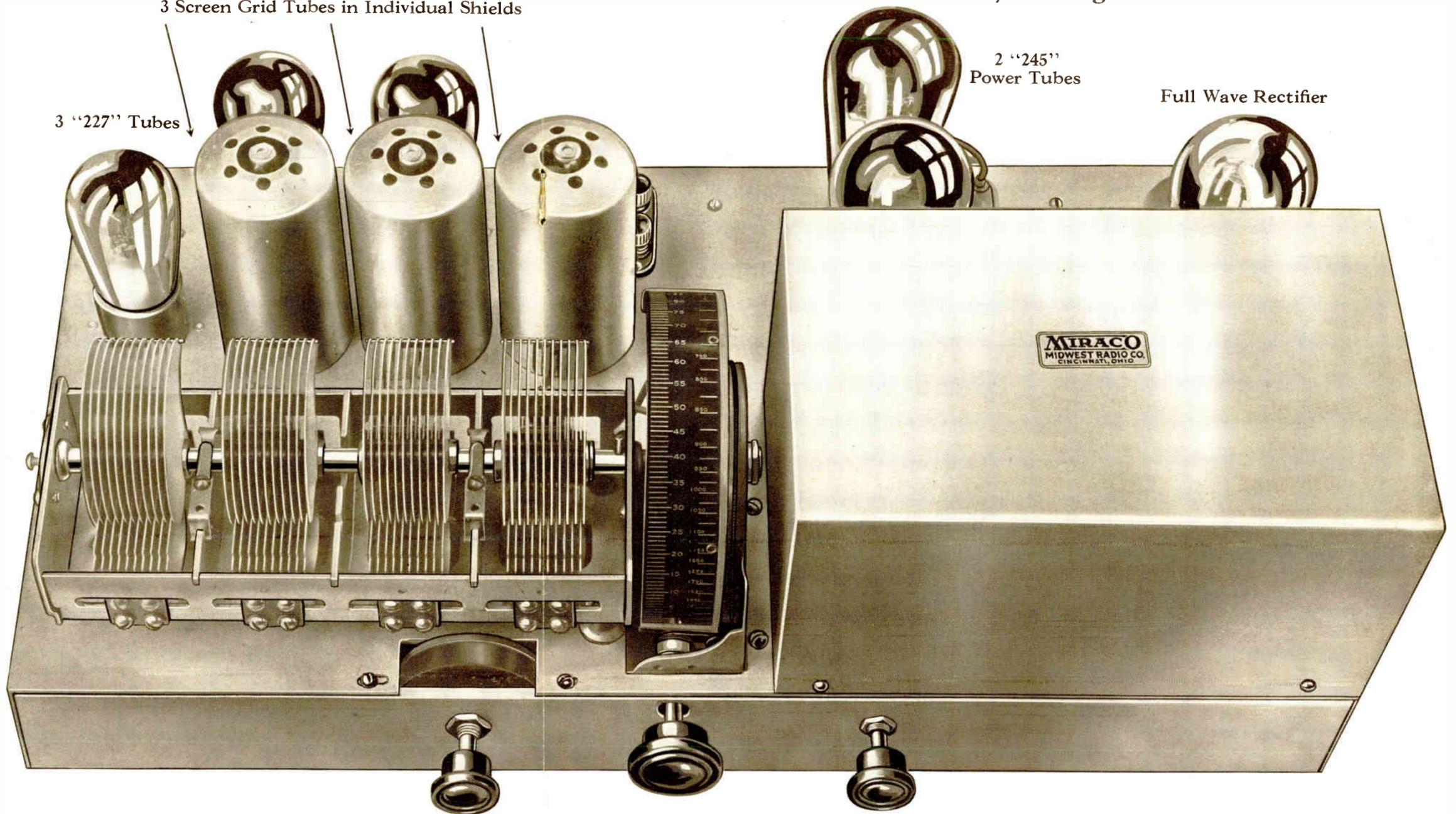
—9 of the latest standard A-C tubes in all.

—Built like—looks like—designed to perform like new-est sets in many outfits retailing up to \$300.

LATEST, FINEST, COSTLIEST CONSTRUCTION!

3 Screen Grid Tubes in Individual Shields

Paralleled Only in Highest Priced Radios.



—One drum dial—electric-lighted. Vernier control—"smooth as velvet." Marked in kilocycles and 0-100 numbers. White markings on green. Easy on the eyes.

—Auto body, one-piece heavy steel chassis. Battleship construction, finished in beautiful silver-like lacquer. All wiring protected and concealed—yet easily accessible.

—4 ball-bearing shafted, wide-spaced vat-type condensers, with thick pressed aluminum plates, provide the tuned and balanced "DX" stages of tried and proved fully shielded, power-plus distance amplification and filtration, 100% SCREEN GRID.

—Power detection with heater type, hum-free "227" tubes. Passes full power from the screen grid tubes into the push-pull tone amplification circuit. Keeps raw "A-C" current and hum out of set because the "A-C" current is used ONLY to heat up filaments.

—Push-pull tone amplification, using TWO of the latest super-power "245" tubes in last stage, following the "227" heater tubes. Equipped with symmetrical high quality transformers. Tremendous amplification of the broadcast program without distortion or objectionable magnification of stray noises in the air, or overloading. Widely spaced under sub-panel to eliminate hum. Cathedral BALANCED-TONE quality with increased distance range.

—Built-in power section—extra big—in fact 50% oversize, heavy, strong and long-lived, with a safety factor against excessive line current surges. Design eliminates all A-C hum. No separate units between light socket and set. Dependable current day in and day out.

—Off-on switch on front—no more reaching around the side to turn set off or on.

—Tone modulator provides volume from a soft, clear whisper that just fills a

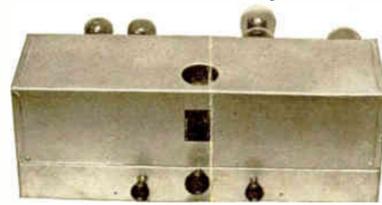
small room to auditorium fullness. Deafening power under velvet control.

—Radio frequency coils wound on genuine Bakelite tubing, with best grade insulated wire accurately matched and balanced to a fraction of a turn, are mounted in individual aluminum shields under steel subpanel, where they are fully protected at all times. No interaction between coils.

—Dynamic power. Can be used only with an especially constructed super-power, electro-dynamic speaker that matches the impedance of the set. An ordinary speaker would not be able to stand the tremendous power this set is capable of delivering.

—Workmanship. You will be proud to show it to your friends. A masterpiece mechanically and electrically. No miscellaneous collection of parts, each component part especially built and so placed for the special characteristics of the circuit.

COMPLETELY ASSEMBLED CHASSIS,  
LESS TUBES—OUR REGULAR RETAIL LIST . . \$100

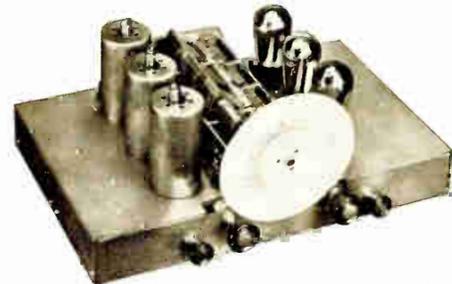


WorldRadioHistory

# MIRACO *Advanced* 1930-31 *Screen Grid* Ultra 6

The Latest Triple  
Screen Grid Advantages for  
the Battery Set User!

16½ inches wide 10 inches deep 7¼ inches high



The three screen grid tubes are within aluminum shields. The four shielded coils are mounted under panel.

## SOME FEATURES

- Uses THREE (3) latest SCREEN GRID "222" tubes (specially shielded); PLUS TWO (2) Detector-Amplifier "201-A" tubes; PLUS a Power Tone Amplifying "112-A" tube.
- Built to equal or excel costliest battery sets.
- One dial. Vernier control.
- Auto body, one-piece, heavy steel shielded chassis. Velvet finish.
- 4—ball-bearing, shafted, wide-spaced, vat-type condensers, provide the four tuned and toned balanced "DX" stages of power-plus distance amplification. 100% SCREEN GRID!
- Power tone amplification with "112-A" tube in second stage.
- Antenna compensator adjusts volume and selectivity to your aerial.
- Off-on switch on front.
- Tone modulator provides volume from a soft, clear whisper to full loudness without distortion.
- Designed for use with Cathedral Power-Magnetic speakers provided in Mastercrest consoles.

Completely assembled chassis—less tubes—Our REGULAR \$80 RETAIL LIST

## MASTERCREST DE LUXE TABLE COMPACT

Model "R"

The classic simplicity of this latest Mastercrest De Luxe Table Compact, finished in walnut, is evident from the illustration.

The illustration shows how the MIRACO Cathedral Magnetic Speaker matches in beauty of curves, lines and finish the Mastercrest Table Compact Cabinet.

### Outfit No. 106 - Screen Grid Battery

This complete outfit consists of above cabinet with Cathedral Magnetic Speaker in beautiful housing as shown, new advanced 1930-31 MIRACO Ultra 6 PERFECTED TRIPLE SCREEN GRID battery set with 6 standard tubes in place, 2 heavy-duty, 45-volt "B" batteries, one 4½-volt "C" battery, 6-volt 125 ampere hour storage "A" battery, and complete antenna.

OUR REGULAR \$175 RETAIL LIST



Note the recessed panel, an exclusive feature! The tooled striping adds distinction to its appearance while a neat escutcheon is placed in the center.

### "MORE THAN SATISFIED"

One of our friends bought a ..... that cost twice as much as our Miraco Ultra (battery set). We have them beat in tone, volume and clearness, can separate stations and get more different ones than any set around here and some of the neighbors have the highest priced sets on the market. We have had nothing but compliments on the set (it is "where did you get it, I sure wish I had got one, it is so much better than mine.")

We are 200 miles from any broadcasting station, so are using 125 feet of aerial. In the day time we can get WLS, WLW, WBAP, KSL, WOW, KFNF, KMA, KFUM, KOA, KRLD, KMMJ, KJAB, also a few in Kansas, most of these are over 500 miles away and lots of them are 1,000 if you care to look on the map. It is a long way from here to Texas or Chicago and they come in the day time fine. At night we get over 100 stations from Canada to old Mexico, from California in the west to WCBD, Illinois.

I never heard as clear a set. A drum or life is as clear as if in the room. Yes folks, we are for the Miraco family and very glad to be one of them. W. L. BOYCE, Julesburg, Colo.

# A Magnificent New Tapestry Grille Console

Latest Advanced  
1930 Design

45 inches tall,  
29 inches  
wide, 17¼  
inches deep

Comparison with 30 high-priced radio consoles reveals that this latest Mastercrest excels them all for beauty. With your MIRACO in it, your home will be beautified and your friends will envy your good fortune, especially if they have any idea of the low price you've paid, which otherwise they'd never guess.

Sparkling maple burl overlay panels, embellished with scroll decorations, border the front at the top. Below are three gracefully recessed panels, with carved pillars at their sides.

The grille is of beautiful velour tapestry, very rich looking, with scientific baffle arrangement concealed back of it on which speaker unit is securely mounted.

The top is of richly grained walnut.

The sides are also of beautiful walnut. Note the graceful fluted legs, artistic base and stretcher. A luxurious two-tone walnut finish, with deftly high-lighted antique shading, completes the charm of this magnificent console.

Here we believe is unquestionably the finest cabinet made and we are justly proud to recommend it to our many old and new friends.

Note the convenient placing of the beautiful escutcheon dial-plate and knobs in a central unit of artistic design, AT EYE LEVEL VISION. Standing or sitting, you can easily read the lighted dial while changing stations.

### OUTFIT No. 104—SCREEN GRID BATTERY

This complete outfit consists of above console, with Cathedral Magnetic Reproducer, new advanced 1930-31 MIRACO Ultra 6 PERFECTED TRIPLE SCREEN GRID battery set, with 6 standard tubes in place, 2 heavy duty 45-volt "B" batteries, one 4½-volt "C" battery, 6-volt 125 ampere hour storage "A" battery and complete antenna.

OUR REGULAR \$240.00 RETAIL LIST



MASTERCREST, MODEL M

All Outfits Complete—Positively Nothing Else Needed

### OUTFIT No. 103—SCREEN GRID ELECTRIC

This complete outfit consists of above console, with mounted Cathedral Super-Electro-Dynamic Reproducer unit, new advanced 1930-31 MIRACO PERFECTED TRIPLE SCREEN GRID A-C 9 set, with the 9 genuine standard A-C tubes in place, and complete antenna. NOTHING ELSE NEEDED. For 100-130 volt, 50-60 cycle A-C current only.

OUR REGULAR \$250.00 RETAIL LIST

Completely Assembled—Ready to Plug-in and Play!

## Grid A-C 9 Using 3 Screen Grid Tubes

out-of-date sets. But we are meeting this radio war situation with greatly reduced prices and GIVING YOU NEW MOST ADVANCED 1930 MODELS

MODELS AND FULL DESCRIPTION OF SET

### "TRULY A WONDER"

We have never heard a radio to equal Miraco to bring in such an army of stations loud and clear.

Truly enough it is a wonder. If all those who were considering buying a radio could hear the Miraco I am afraid there would not be many of the other makes sold.

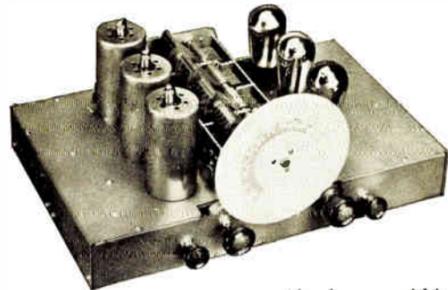
We do not have to stay up all night to get distance. If I was to give you a list of stations we have had you would think it was a publication of a radio call book—however a few of them are CFCN, CRLC, KFEL, KGIG, KOA, RRLD, KRLD, KSL, KWHL, WCCO, WFAA, WHAS, WHO, WFAF, WENR, WWL from the Pacific to the Atlantic.

FRED PARKER,  
17th and J Sts., Anacortes, Wash.

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The Latest Triple  
Screen Grid Advantages for  
the Battery Set User!

16½ inches wide 10 inches deep 7¼ inches high



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## SOME FEATURES

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- Auto body, one-piece, heavy steel shielded chassis. Velvet finish.
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- Off-on switch on front.
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OUR REGULAR \$175 RETAIL LIST

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MASTERCREST, MODEL M

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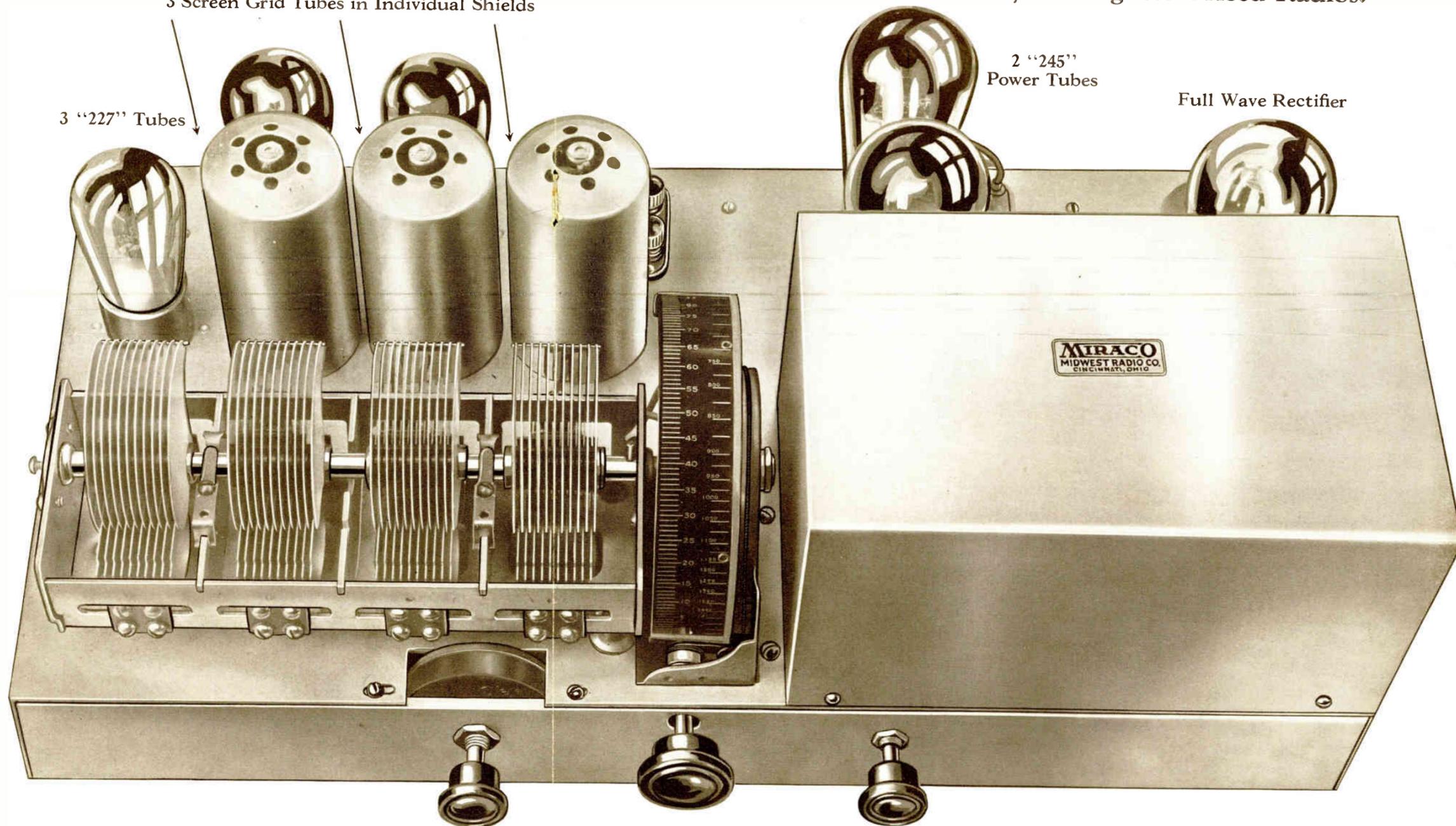
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COMPLETELY ASSEMBLED CHASSIS,  
LESS TUBES—OUR REGULAR RETAIL LIST . . . \$100



# Be the Envy of Your Friends Who Go to the Stores and Pay Double

Accept the New Advanced 1930-31 steel chassis PERFECTED TRIPLE SCREEN GRID A-C 9 with latest PUSH-PULL power amplification—or the MIRACO TRIPLE SCREEN GRID Ultra 6 for battery operation—in any Mastercrest cabinet with tubes and everything—on 30 days' Unconditional Trial!

Unless completely satisfied—and you are the sole judge of this—DON'T BUY! Your deposit will be promptly returned, without quibble or question.

We know, however, that you won't want your deposit back—that you'll have the laugh on your friends who paid double for their radios—that you'll be delighted beyond words with your bargain. Other friends will be after you to get MIRACOS for them—on which transaction you can make nice profits for your trouble.

MIRACO values are possible—you save up to ½ or more—because of the 10 years' experience we have had in building fine radios and economically marketing them direct by mail.

## We Guarantee Miracos Unbeatable for

Razor edge selectivity. (Tunes sharply without overlapping of other stations. Real "one-station-at-a-time" performance.)

Extremely powerful long-distance reception. (Hard-to-get stations come in with the pleasing clarity of locals.)

Cathedral balanced-tone quality on all notes—no under or over emphasis—no fuzzy, blurred or "rain-barrel" effects—tremendous volume (which may also be toned down to a beautiful soft clearness that just fills a small room with lovely entertainment).

Simple ease of tuning (real one-dial control adjustable to peculiarities of your location and antenna).

Economical use of current. (A-C 9 averages about a cent per hour for electricity—about as much as an ordinary 40-watt light bulb.)

Only because we know, from experience with so many thousands of other people, that the odds are 1,000 to 1 that YOU WILL WANT TO KEEP IT and send in order after order for friends, etc., is so liberally unconditional an offer possible. We know that the beauty, performance and value in your MIRACO—compared with costliest radio outfits in your home—will settle the question in favor of the MIRACO.

### THIS IS THE PERFORMANCE WE GUARANTEE

FIRST—We guarantee the New Advanced 1930-31 MIRACO PERFECTED TRIPLE SCREEN GRID models, using the single station selector: (a) to sharply separate stations broadcasting on nearby wave lengths; (b) to reach out farther and bring in plenty of distant programs, loud and clear, with tremendous volume. For years our nationally advertised slogan, based on users' testimony, has been "Miraco Radio gets 'em Coast to Coast." Now with the latest screen grid and power tubes, the stages of "Power-plus" distance amplification and the Cathedral power amplification embodied in the MIRACO reception from coast to coast and Canada to Cuba and Mexico, becomes even more of an almost nightly experience with users who still seek the thrill of hearing people talk, sing and play thousands of miles away.

SECOND—We guarantee the MIRACO'S rich, rightly pitched, clear and realistic Cathedral tone quality to be unsurpassed

for balance on all notes and all stations. We guarantee that there will be no objectionable hums, howls, squeaks, whistles—no fuzzy, garbled reception.

THIRD—We guarantee that by merely turning the single station selector which revolves the electric-lighted dial, you can easily locate and take your choice of a great parade of programs from far and near. The same stations always come in on the same dial numbers. You regulate the volume merely by turning the tone modulator.

The MIRACO is a genuine one dial control set that needs no constant tinkering with adjusters. A child can operate it.

FOURTH—We guarantee that any impartial radio expert whom you invite to inspect this set, will immediately praise it and assure you that you have the most up-to-date screen grid radio, a radio of the finest quality and the most amazing bargain (if you tell him the price) he has ever seen. Old-time radio experts write us to this effect by the hundreds.

### DAYLIGHT RECEPTION

More and more are radios used by the womenfolk in the daytime. The latest Screen Grid MIRACOS have been designed, therefore, for powerful daylight reception as well as for maximum distance after nightfall. Of course, daylight reception is not as good on any set, as at night.

### THE WONDERFUL MIRACO "A-C" POWER SECTION

Built of big, sturdy parts, here is another place where it costs real money to put the highest quality in MIRACO "A-C" sets. Many of the cheaper "A-C" sets sacrifice quality here for price. It can be done, but the buyer soon pays dearly for his bargain. Big transformers, coils, choke and filters—heavy wiring, scientific spacing for ventilation are used in the MIRACO. MIRACO Power Sections are built to permit continuous operation of your "A-C" set over long periods without danger of damage from over-heating. A big "power-line" cable leads from the Miraco Power Section where the "A-C" current is modified or transformed into higher voltage "D-C" current. The high quality and size of parts, as well as the design of this Power Section and the MIRACO set, combine to eliminate bothersome "A-C" hum or line noises. Each Power Section receives final tests in the set you get.

### THE LATEST MIRACO A-C 9 SETS ARE EQUIPPED FOR PHONOGRAPH RECORD AMPLIFICATION

If you have a phonograph, you can buy what is known as an "Electric Pick-Up" Unit to put on your phonograph. Then you merely insert into the special phonograph jacks on the latest MIRACOS, the tips of the wires from the Electric Pick-Up or use an adapter.

Any time you want to hear records "over the radio," with Cathedral tone beauty through the radio speaker you can do so and change from radio to phonograph and back to radio at will. My, but won't your friends be amazed and envious!

### CONVINCE YOURSELF OF A MIRACO'S SUPERIORITY BY 30 DAYS' TRIAL ON EVERYTHING

I hope you read every word in this literature, if it takes you a whole evening. When you deal with a firm at a distance you want to know everything about its proposition. The price of a good radio is not merely "pin money." It's a real investment. I don't blame anyone for being cautious.

WorldRadioHistory

But you take no risk when dealing with us. We give you 30 days to try any outfit you send for—30 long days in your home after it arrives—and then take back everything and refund your full purchase price if you're not 100% delighted.

### THIS IS OUR GREATEST 10TH ANNIVERSARY OFFER

Read the wording carefully on our order blank, compare it with other order blanks and notice that our Trial Offer applies not only to the "set" but also to everything else.

A "set" in some people's eyes, means everything—a complete radio outfit—but this is not the way some radio concerns interpret it. Our 10th Anniversary Offer applies to EVERYTHING—the "set" and ALL that goes with it—the complete outfit. You can get your full purchase price back on EVERYTHING—and NOT JUST ON THE "SET" ALONE—if you so wish when dealing with us.

### SHOULD YOU BUY A NEW RADIO NOW?

These latest Triple Screen Grid MIRACOS, we predict, will be little improved upon for years to come. Heretofore, radio has been like automobiles, new models all the time, but a final point of perfection has now been reached.

With their Cathedral balanced tone and their hair-line selectivity which has been achieved without sacrifice of distance-getting or fidelity of reproduction, with their sturdy life-tested construction, the present Screen Grid MIRACOS should be delighting and entertaining their owners a decade from now.

We say, in all earnestness, therefore, that if you contemplate a new radio, you might as well get it now and begin to enjoy it rather than wait for any minor changes that the distant future may hold.

## Trading in Used Sets

Lots of folks are being "hoodwinked" on offers to "trade in your old set."

Here are the inside facts. Dealers pay for the radio outfits which they sell only about half the retail price they ask you. That leaves them a good long margin for trading.

Suppose a dealer offers you a \$175 outfit. It's really only about an \$80 wholesale value. That's all the maker gets for it.

The dealer says: "I'll give you \$25 for your old set." It sounds good. But you are really getting only an \$80 radio at wholesale value for \$150 and are giving away your old set in the bargain.

Of course, \$50 isn't much profit for the dealer at that, so he makes it up by getting the full price from the next fellow who has no old radio to trade.

You can't blame the dealer—he has to exist and is entitled to a profit—but just the same there's nothing to stop you from coming direct to us, a big, old, reliable firm, and buying at wholesale instead of from stores.

Only remember, just as the manufacturer who sells the dealer at wholesale can make the dealer no allowance for old radios that he takes in, neither can we, when we sell you at wholesale, make you a trade-in allowance.

### PUT A MIRACO TO THE 30-DAY TEST IN YOUR HOME

The only way to decide how you are going to like a radio with its cabinet is to have a good, long 30 days' use and enjoyment of it in your home. You can have this with a MIRACO and then return everything if not 100% delighted.

# The "Miniature Hi-Boy" —

## Another New Exclusive Mastercrest



45½ inches  
high, 25½  
inches wide,  
15 inches deep

### A Little Gem of Beauty

Created by our own master designers for you who prefer a somewhat smaller console than the Model A, with all its beauty of proportions, woods and finishes retained.

Here you have, with less height and width, the sparkling maple burl overlay panels surrounding the gracefully recessed center panel in frame of attractively figured walnut and with a grille of beautiful velour tapestry.

You have the practical, attractive sliding doors of select, four-way matched Oriental walnut.

You have the same beautiful escutcheon dial-plate and knobs in a central unit of artistic design, at a convenient level for the eyes. You can easily read the lighted dial while changing stations.

The top and sides are of beautiful walnut—observe the gracefully fluted legs, artistic base and stretcher.

A luxurious two-tone walnut finish, with deftly high-lighted antique finish, is the final touch of charm in this little gem of beauty.

#### OUTFIT No. 107—SCREEN GRID ELECTRIC

This complete outfit consists of above console, with mounted Cathedral Super-Dynamic Reproducer unit, 1930-31 MIRACO PERFECTED TRIPLE SCREEN GRID A-C 9 set, with 9 genuine standard A-C tubes in place, and complete antenna. NOTHING ELSE NEEDED.

For 100-130 volt, 50-60 cycle A-C current only.

OUR REGULAR \$220.00 LIST

Completely Assembled—Ready to Plug-in and Play!

#### OUTFIT No. 108—SCREEN GRID BATTERY

This complete outfit consists of above console, with mounted Cathedral Magnetic Reproducer, mounted new advanced 1930-31 MIRACO ULTRA 6, PERFECTED TRIPLE SCREEN GRID battery set, with 6 standard tubes in place, 2 heavy duty 45-volt "B" batteries, one 4½-volt "C" battery, 6-volt 125 ampere hour storage "A" battery, and complete antenna.

OUR REGULAR \$210.00 LIST

MASTERCREST,  
MODEL K

#### "BEST AMONG FIFTY MAKES"

I received the outfit several days ago, and put it to work in 20 minutes after its arrival. I may change my notion, but so far, I feel that I have the best radio here among at least 50 of various makes. Here, in the coal field, we have a network of high tension wires, motors running at frequent intervals, compressors in operation at our machine shops every night, transformers humming day and night, yet these things put no change in the new Miraco A-C Screen Grid.

A. J. BURKHOLDER, Layland, W. Va.

## "Radio War" Values That We Predict You

When the others have unloaded their old models, they will have to raise prices on their new 1930 Radios. Fortunately we have no old models left. We are accepting the price war challenge by

# Our Latest Lo-Boy Mastercrest

## Astonishing Bargain!

39 inches high,  
25 inches  
wide, 15¼  
inches deep.



MASTERCREST, MODEL L

You've never seen a prettier, niftier, little console. Takes very little space.

The upper part of the front is finished in sparkling maple burl.

The corners are beveled and ornamented.

The recessed set panel of gothic design is of richly grained walnut veneer, while the console has a deft finish of high-lighted, two-tone walnut.

The graceful scroll grille, backed with harmonizing gold cloth, conceals the scientific baffle mounting on which the speaker unit is placed.

Note convenient location of the beautiful dull gold escutcheon dial-plate and knobs in an artistic grouping.

### OUTFIT No. 110—SCREEN GRID BATTERY

This complete outfit consists of above console, with Cathedral Magnetic Reproducer, new advanced 1930-31 MIRACO Ultra 6 PERFECTED TRIPLE SCREEN GRID battery set, with 6 standard tubes in place, 2 heavy duty 45-volt "B" batteries, one 4½-volt "C" battery, 6-volt 125 ampere hour storage "A" battery, and complete antenna.

OUR REGULAR \$200.00 RETAIL LIST

We cannot offer untried, partly perfected radios. Our 30-Day Free Trial offer compels the giving of 100% satisfactory value—otherwise everything would come back. This No-Risk-to-You proposition—our invitation to compare your MIRACO with the costliest of other new sets before deciding—is absolute proof and evidence that every MIRACO must genuinely back up all of our claims.

All Outfits Complete—Positively Nothing Else Needed

### OUTFIT No. 109—SCREEN GRID ELECTRIC

This complete outfit consists of above console, with mounted Cathedral Super-Dynamic Reproducer unit, 1930-31 MIRACO PERFECTED TRIPLE SCREEN GRID A-C 9 set, with the 9 genuine standard A-C tubes in place, and complete antenna. NOTHING ELSE NEEDED.

For 100-130 volt, 50-60 cycle A-C current only.

OUR REGULAR \$210.00 RETAIL LIST

Completely Assembled—Ready to Plug-in and Play!

## Will Never Have Another Chance To Equal

meeting or beating competitive prices—and because we are sold out of old models we are **GIVING YOU OUR LATEST ADVANCED 1930 SETS!** . . . . .

### "THANKS US FOR COURTEOUS TREATMENT"

Am pleased to say the Miraco is a fine radio, it is far superior to any other set that I have had in my home.

We have logged 111 stations to date in 30 States, Canada and Cuba, distance range, East to West, Atlantic City, N. J., to Salt Lake City, Utah. North to South, Toronto, Canada to Havana, Cuba.

I also want to thank you for the prompt and courteous manner in which you transact business with your customers. **NORMAN B. WALKER, 818 Porter St., Easton, Pa.**

# Miraco-Mastercrest Electric Radio and Phonograph Combination

Miraco Cathedral Tone Quality  
Now Added to Phonograph Enjoyment



## MODEL H

47½ inches high, 32½ inches wide,  
18½ inches deep

Set compartment—13 inches high, 22 inches wide, 16 inches deep.

Record Compartments—13 inches high, 2½  
inches wide, 16 inches deep.

MIRACO Cathedral Toned Radio has worked a revolution in the reproduction of sound. Scientific development of the latest PERFECTED TRIPLE SCREEN GRID 1930-31 A-C 9 MIRACO radio has made possible a quality of tone reproduction that rivals the original rendition at the broadcast studio. Now you may enjoy phonograph records reproduced as beautifully!

The chief obstacle to the universal popularity of the new electrically reproducing phonograph has been price. Ranging from \$300 to over \$1,000, it is prohibitive for many homes that have already have an old-type mechanical phonograph and a radio. To place the enjoyment of electrically recreated phonograph records within the reach of more people, MIRACO now offers this superb combination console—and on 30 days' home trial!

The phonograph plays any standard records. Works by electricity—no winding! The MIRACO radio does the same—right off your house current!

Top, sides and door frames are richly grained genuine solid walnut. Doors fold back flat against sides. Fronts of doors have beautiful carved ornamental trimmings, walnut panels. Hinged top lid lifts, to enable you to use the phonograph. Front grille, faced with rich looking velour tapestry.

Note artistic base and legs. The set panel of walnut, with the artistic MIRACO escutcheon plate, is recessed. The luxurious two-tone walnut, hand-rubbed finish, deftly highlighted, is in keeping with the fine character expressed throughout in this beautiful console.

Space at sides for record books.

## Miraco Mastercrest Electric A-C Radio-Phono- graph Console

COMPLETE OUTFIT No. 111  
SCREEN GRID ELECTRIC

This complete outfit consists of above console, with mounted Cathedral Super-Dynamic Reproducer unit, 1930-31 MIRACO PERFECTED TRIPLE SCREEN GRID A-C 9 set, with 9 genuine standard A-C tubes in place, electric silent motor-driven turntable, balanced tone arm and electric pickup mounted, complete antenna.

For 100-130 volt, 50-60 cycle A-C current only.

OUR REGULAR \$350.00 RETAIL VALUE

# ... TESTIMONIALS ...

## AUSTRALIA, NEW ZEALAND AND JAPAN DIRECT

Received the new chassis in good condition. Results great. Thanks for your co-operation. Have logged over 40 stations in less than five hours, including Canada (3), Japan (3), Georgia, Louisiana, Kentucky, Ohio, 2YA, Wellington, New Zealand, and stations within 1,500 miles too numerous to mention. It is now three-thirty and I get Salt Lake City so loud I have to turn it down. In a few days I will send you a log that will open your eyes.

Believe it or not I changed my aerial to 80 feet and can get WLW and CKW during the latter part of the afternoon. The other night I pulled in two from Japan and one in N. Z. and Australia. It is certainly great to deal with such a "white" company. PAUL G. WISE, Box 475, Wasco, Calif.

## RECEIVED FOREIGN STATIONS DIRECT

Here is a list of a few of the stations received on my Miraco Screen Grid Nine.

KDYL, KEX, KFI, KFBB, KFNF, KFRC, KFSD, KFVD, KGEF, KGA, KFBB, KFEL, KFJR, KFOX, KFGW, KFQZ, KFSG, KFVB, KFWM, KGFI, KGTO, KGH, KGW, KHJ, KHQ, KJR, KLO, KLX, KMIC, KMOX, KNX, KDA, KOA, KOIN, KOL, KOMO, KPLA, KPO, KQW, KRLD, KSL, KTAB, KTAT, KTM, KVI, KML, KVOS, KWJJ, KWKH, KXA, KXL, KYA, WDAP, WBBM, WBZA, KDKA, WCCD, WEF, WENR, WFAA, WGN, WHAS, WGR, WLS, WLW, WLWL, WMAQ, WNAX, WOR, WPCH, WSN, WWL, CFCT, CNRV, CKWX, CKMO, CJOR, CFCN, CJCJ, CKLC, CJOC, CNRE, CHMA, CHLS, CNRW, 3LO, 2LO, 2YA, 2GR, JOCK, JOBK, JOAK, JOIK, 4YA, LOT.

The above stations all come in with good volume. JOIK, JOBK, JOAK, JOCK, 2LO, London, 2YA, have been heard on our back porch and the radio is in the front of the home.

THESE JAPANESE STATIONS WERE PICKED UP EVERY MORNING FOR ONE FULL WEEK, and have never tried to get them but what I have succeeded.

Everybody thinks the Miraco is the most beautiful set in the city and say they have never heard any set so clear and loud. Also set is very selective using 75-foot antenna. All my friends are wishing they had seen the Miraco first. Have put this set up against some of the best sets here which are far more expensive and have beat them all. Also had it up against a set that holds all world records for DX reception and got every station it did, clearer and with as much volume.

Hoping you never quit making Miracos. H. L. McWILLIAMS, 2628 Union St., Vancouver, B. C., Canada.

## COAST TO COAST

I received my A-C 9 Miraco O K and I am certainly more than pleased with it. You can consider mine sold now, 2 days was enough for me to try it out. The very first night I got it I tuned in from Coast to Coast. It certainly is a humless radio and the nicest tone I have heard in any other set. P. WALSH, 51 Webb St., Waterbury, Conn.

## SPEAKS FOR ITSELF

I received my Miraco A-C 9 radio set in first class condition when it reached here. I was more than pleased with it. I had a friend down to see it from about 35 miles north from where I live. He is also a radio fan, and he said as for tone and beauty, he never had seen anything like it. When I sent for it, I thought I would not like it, but when it arrived and I got it uncrated, the console and mechanical work spoke for itself. It really looks like a more expensive radio than it does in the picture. The picture itself does not give the console credit. I tried two costlier sets before I sent for the Miraco, and I would not trade my Miraco for any of them.

My friends were astonished at the Cathedral tone and beauty. I have had stations as far north as Toronto, Canada, Montreal, Canada, and as far as California, Atlanta, Ga., and San Antonio, Texas. It can't be beat for tone and quality and clearness. In regards to the inside antenna, I have had marvelous results without outside aerial, from the time that I received the set at the depot until it was operating was 30 minutes. WILLIAM LAND, 162 N. Oak St., Farmington, Ill.

## THOUGHT CALIFORNIA A NEARBY STATION

I am glad to tell you that my radio is working very fine.

It was bad weather, but on KFI it was a surprise when he called the station, for I thought I had it from Chicago.

Local stations come in so sweet that you would not want them to come in any better, and no trouble on rainy or stormy days at all.

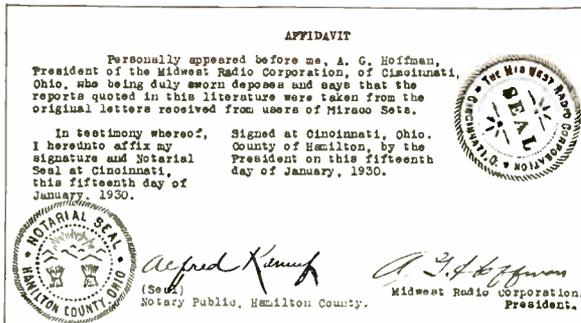
My neighbor told me my radio is better than his and he paid \$375.00 for his and wants to trade with me, and if anybody does not believe this, then buy one on a 30-day trial and it will prove itself. GEORGE BAKAN, 621 Davidson Pl., Whiting, Ind.

## THANKS FOR PROMPT SHIPMENT

I received my radio and cannot express in words how delighted we are with it.

It has the most wonderful toned speaker I have ever heard. All who have heard it say they have never heard any better. I have been getting wonderful reception.

Thank you for prompt shipment. HARRY AUSTIN, Winter Garden, Fla.



## CLEAR TONE AND SELECTIVE

I think the Miraco A-C 9 tube set has the most beautiful clear tone of any radio that I have heard and it is also very selective. Friends have been enthusiastic over the rich, clear tones.

Have had clear coast to coast reception including Los Angeles. MRS. C. W. KELLOGG, 409 W. 6th St., Vinton, Iowa.

## HAS HAD A MIRACO FOR 5 YEARS

I recently received one of your 9-tube sets in the walnut cabinet, have had this set 30 days. This is the second set I have gotten from you. RECEIVED A SET 5 YEARS AGO and thought it was one of the best sets I heard at that time, and for distance it could not be beat.

On account of the first set we had I was sure this new set would be the same.

I think this new set is the best set I have ever heard, it is so clear, and can tune it down or make it so loud that it will hurt your ears.

Another thing, the voices are so plain, they are natural and do not have the rain barrel voice. Day time reception is extra good, distance is just as easy as the close stations, in fact we think it is a real radio and others that have heard it think the same. A. B. KNITTLE, 611 Lincoln Ave., Emporia, Kans.

## CAN'T BE BEAT FOR QUALITY AND APPEARANCE

A few lines to let you know about your wonderful sets. For a 9-tube set of quality, appearance and station-getter, it can't be beat.

Last night I had a friend of mine to listen in, before I received my set you could not talk anything but to him, last night he changed his mind.

One of my neighbors had a set on trial from a local dealer, but he had it taken out because they heard my set play.

My wife entertained a few neighbors the other day, one of them said it was a marvelous set for the price.

The first night I knocked the front and back off the crate, left the set in the box, and plugged in the socket, I received wonderful results. It has my old set beat miles. J. W. BISSEL, 3021 Republic St., New Orleans, La.

## NOTHING IN RADIO TO COMPARE WITH MIRACO

Many friends say it is a winner of makes of Radio that they ever heard.

There is nothing in radio to compare with Miracos, either in this country or in this world. GEORGE W. RAINEY, 82 State St., Augusta, Maine.

## FINE TONE AND BEAUTY

I have logged around thirty stations that came in very satisfactory.

The set is all you claim for it as to tone, selectivity, volume and it compares very favorably with other sets that I have listened to that cost alot more money. Have had several friends and neighbors say that the set has a very fine tone and is also a beauty. JAMES C. MORRIS, Proctor, Vt.

## 30-DAYS' TRIAL NOT NEEDED

Your Miraco Outfit received about 6 P. M. that night using the ground wire as an aerial not having aerial up. I pulled in about 15 distant stations, such as Chicago, Cleveland, Fort Wayne, Toronto, CFRB, and Boston, WEEL.

I then got an aerial up and the first 7 days got 52 different stations. The most distant of these were Los Angeles, Hollywood, Calif., and San Francisco.

I am partially deaf and a station coming in has to overcome this before it satisfies and all those mentioned did this as did many more.

A neighbor who listened in before I put up aerial and who has a new radio bought locally and for which she paid \$222.50 offered to trade with me, I gave her the laugh, simply because I do not think I want any but the Miraco.

Your thirty-days' trial is not needed by me.

A friend and neighbor was over last evening early, a bad night, he asked for address of your firm and plans on getting a Miraco after having had a radio for three years which he thought was very good.

The radio came through in fine condition on account of the careful packing of same. OTTO MARR, 919 E. 7th St., Duluth, Minn.

## WOULDN'T TAKE FIVE TIMES THE PRICE

All we have to say is that we consider it one of the best on the market.

We are rather hard to suit. I have tried all the latest models up to \$400.00 and for distance, selectivity and volume, why you can't ask for more.

I wouldn't take five times the price I paid for it. GEORGE E. HICKS, 4 Hix Ave., Newton, N. J.

## SAVED LOTS OF MONEY

Received our nine tube Radio and must say it sure is a beauty and sure has a nice clear tone and a quiet working radio.

We are going to keep the set, as we know we sure got a bargain and saved a lot of money.

I will send you some of the stations I got very loud and clear. They are Cincinnati, Hot Springs, Ark., Shreveport, La., Chicago, Salt Lake City, Ft. Worth, Tex., St. Paul, Minn., Hartford, Conn., Los Angeles, San Francisco, San Diego, Cleveland, Nashville, Tenn., Oklahoma, Louisville, Ky., Dallas, Tex., Meridian, Miss. These are a few far away stations I have got in three weeks and haven't stayed up very late to get them either. Must say you sure pack your sets good. Everything was just fine, not a scratch on the console.

We sure are going to speak a good word for you always. VAN CHICK, 804 Court St., St. Joseph, Mo.

## A DIFFERENT STATION EVERY MOVE OF THE DIAL

The Ultra Battery set is working O. K. For volume and distance I don't think there is a set can beat it. I get stations from Kansas, Nebraska, Iowa, South Dakota, Minnesota, in the daytime with volume to spare and at night, well, I haven't got paper enough to put them all down. It's a different station every little move of the dial. I must also compliment you on the way you pack your sets for shipment. They could stand very rough handling and still be O. K. when they reached the purchaser. L. L. Vanderlinden, Crofton, Neb.

## BETTER RECEPTION THAN COSTLIER SETS

We are well satisfied. It arrived in A-1 condition, and we can truthfully state that it is giving us better reception than costlier sets we have tried. The Cathedral tone speaker brings the programs in so clearly that one can imagine he is right in the room with the entertainers. It has brought many favorable comments from our friends. We have been able to bring in programs when our neighbors and friends couldn't with their radios.

We have had poor radio weather for the past two or three weeks, but we have logged 34 stations. Many along the Pacific Coast, including KFVD, Culver City (near Los Angeles), which is only a 250 watt station. A few others are: WBAP, Ft. Worth, Tex.; KRLD, Dallas, Tex.; WDAI, San Antonio, Tex.; WNAD, Norman, Okla. (only 500 watts); KFAB, Lincoln, Neb.; WCCO, Minneapolis; WLW, Cincinnati and WOC, Davenport, Iowa. Most all of them came in strong and clear. F. M. NEEDS, 110 N. Main St., Anaconda, Mont.

## MORE VOLUME THAN NEEDED

We can get any station in the United States. We have only got the ground wire for an aerial and still it is so loud that we have to shut the volume control way off. You can hear every instrument as plain as if you were playing it. The party I sold my radio to wouldn't want to trade it for the highest priced one on the market, neither would I. One radio salesman liked the cabinet of my radio better than those on his, and he is the highest priced radio salesman in Mott. ARNOLD GROSZ, MOTT, N. D.

## TRANSACTIONS HAVE BEEN ENTIRELY SATISFACTORY

Let me state that all transactions have been entirely satisfactory and I very much appreciate your co-operation. I have compared the Miraco with other makes whose price range is from \$150.00 to \$210.00 and as to tone, selectivity, range and construction it is equal in every respect to these higher priced receivers. You are given permission to publish this at any time or place. FRANK L. KETLER, 1429 Wabash Ct., N. E., Canton, Ohio.

## A BEAUTY IN LOOKS AND PERFORMANCE

I have purchased a set from you after carefully investigating whether the "Miraco" is all that you and many owners claim they are. I am fully satisfied now that I have my own set. It is a beauty in looks and performance.

I have logged nearly a hundred stations in the ten days I have had it, among which are KEJK, a 500-watt station in Los Angeles, XIN, Mexico City, KJR, Seattle, KEX, Portland, KDKA, Pittsburgh, WFLA, Clearwater, Fla., KNX and KFVB, Hollywood, Calif., WCOB, Meridian, Miss., WBRC, Birmingham, WVL, New Orleans, WBT, Charlotte, WNAX, Yankton, S. D., WMC, Memphis, KPRC, Houston, WRHM, Minneapolis, WTAM, Cleveland, and many others.

Previous to the purchase of this set, we have had several of the best radios on trial and none of them surpass it. S. P. WAKEN, Enid, Okla.

## MORE THAN EXPECTED

Received my Miraco as you advertise—Prompt Delivery. Your experts know how to pack and ship as there was not even dust on it. In ten minutes after delivery I plugged in the light socket and was surprised at the tone quality and clearness, I could play for a dance hall on locals and medium distance.

Your set compares with any high priced set and it is far better than any set sold up to \$175.00 or so. In short, I received more than I expected. WM. ROBERT KEISER, 119 East Ave., Pawtucket, R. I.

P. S. Your set included very low operating costs which I try to convince my friends while listening in is a big advantage much overlooked by new purchasers.

## "IMMEDIATE SHIPMENT"

The performance of my new Miraco is marvelous, and is bringing me much joy and satisfaction. It has an especially beautiful tone, and several of my friends have commented favorably upon it.

I certainly appreciated your immediate attention, and I want to thank you for it. MELVIN L. BETTERLEY, 320 Wilson Ave., Menomonic, Wisc.

*Delighted Users  
Everywhere say* **The Most Amazing Values**  
*in the history of*  
**fine custom set building**

**Advanced 1930-31 Triple Screen Grid**

*Factory to You---Save 50%---Compare with Costliest Radios Before  
You Buy---Enjoy a Powerful New Miraco in Any Mastercrest  
Console on 30 Days' Trial---Then Make Up Your Mind*

Our prices to you are as low as they would be to wholesalers and dealers, if we did not sell by mail. Don't confuse MIRACOS with cheap and old model sets, therefore, offered by dealers or mail order houses who are "dumping" overstocked merchandise.

MIRACOS are finer, costlier—they compare with radios at 2 to 3 times our factory prices—because: (1) they contain greater amounts of fine, durable, lasting materials; (2) they are built to close limits of accuracy; (3) their parts are most carefully matched; (4) they are most painstakingly adjusted and tested to insure your instant enjoyment on arrival.

MIRACOS incorporate every important new and proved technical feature of the year. The A-C 9—an engineering triumph—offers three (3) screen grid tubes, the latest advanced . . . push-pull power amplification with latest "245" power tubes . . . power detection with correct bias . . . tone modulator, velvet acting . . . improved screen grid sensitivity, selectivity and power, on all wave lengths, new depth of tonal qualities and other worth-while improvements including long-life and freedom from breakdown being widely heralded at far higher costs.

No wonder Miraco owners are proud and happy users!

Their MIRACOS eclipse everything else in the fine set field at their amazingly low prices. They get advanced 1930-31 Performance with a Punch at Half Price!

The sensational response of the public has set new high records for MIRACO sales established during the ten years we have so successfully set the pace in radio values.

Enthusiastic customers are ordering and reordering for friends, relatives, neighbors and towns-people who have been amazed at the beauty, performance and price of MIRACOS.

**BALANCED CATHEDRAL TONE QUALITY—ALL  
THE VOLUME YOUR EARS CAN STAND**

The marvelous Miraphonic Push-Pull A-C 9 Audio Amplifier gives the clearest, most natural, most beautiful reproduction of programs you could wish to hear. With all the volume your ears can stand or down to the merest whisper—just as you prefer.

We accomplish this by using two of the latest "245" A-C power tubes—balanced. This supplies all the power needed for the new super-electro-dynamic Cathedral speakers.

**We Take the Entire Risk of Pleasing You**  
**30 DAYS' FREE TRIAL--- A SOLID YEAR GUARANTEE**  
**IF YOU BUY--- and GUARANTEED SAVINGS UP TO**  
**ONE HALF or MORE**

**WE PREPAY THE FREIGHT**

**MIDWEST RADIO CORP., Cincinnati, Ohio**

TENTH SUCCESSFUL YEAR  
WorldRadioHistory