

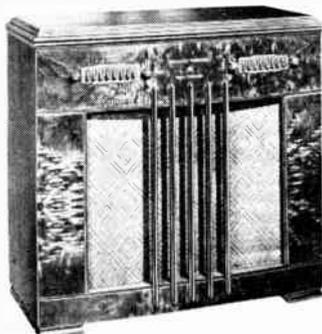
# IN STEWART-WARNER'S HISTORY YOU THIS SEASON!



... You're Missing Something If You Don't Tie-in With STEWART-WARNER ... Says STEWART McWARNER

"Are You Missing Something?"—asks Stewart McWarner in this year's arresting advertisements. And to you boys in the trade, Stewart McWarner says—"You ARE Missing Something If You Don't Tie-in With Stewart-Warner This Season". You're missing Stewart-Warner's Beauty . . . Performance . . . Value . . . Famous Name . . . Dominant

Advertising—the key to the vast number of radio buyers (new sets, replacements, extra sets) ready to lay the cash on the line when the unquestionable plus-value is so quickly recognized. Stewart-Warner's 1940 line has been designed to tap this vast army of value-minded prospects representing what Stewart-Warner calls the PROFIT ZONE for the dealer. And Stewart-Warner puts you in this PROFIT ZONE with plenty to spare . . . the chance of a lifetime to go to town in a big way.



(At left)—Stewart-Warner 4565 Radio-Phonograph with Automatic Record Changer. 10-tube performance; Magic Keyboard with 16 push-buttons; 12" Phototone Speaker; Short Wave Band Spread. Provision for television sound channel. List Price, \$199.50.



(At right)—Stewart-Warner 4472, Air Pal—6-tube performance in a pocket radio! Operates on A.C. or D.C. current. Ultra modern ivory finished cabinet. List Price, \$14.95; Walnut finish, \$14.49; slightly higher in the West.

The merchandise is right! The values are bigger than ever before! And we're backing you up with the greatest advertising campaign in Stewart-Warner's history. Display the new 1940 models now. Get in touch with your nearest distributor, or write direct to the factory.

**STEWART-WARNER-ALEMITE**  
CORPORATION OF CANADA, LIMITED  
BELLEVILLE — ONTARIO

Manufacturers of

STEWART-WARNER RADIOS, ALEMITE LUBRICATING SYSTEMS AND EQUIPMENT, LUBRICANTS AND MOTOR OIL, AUTOMOTIVE HARDWARE, "SOUTHWIND" CAR HEATERS, BASSICK CASTERS.



## STEWART-WARNER DISTRIBUTORS

The J. H. Ashdown Hardware Co. Limited,  
Winnipeg, Regina, Saskatoon, Calgary,  
Edmonton

The Big "A" Co. Toronto, Limited,  
Toronto, Ontario.

The Big "A" Co., Limited,  
Belleville, Ont.

Endress & Auld Limited,  
Fort William, Ont.

Franke, Levasseur & Co., Limited,  
Montreal, P.Q.

Maritime Radio Distributors, Limited,  
Halifax, N.S.

Fred C. Myers Limited,  
Vancouver, B.C.

Wood, Alexander & James Limited,  
Hamilton, Ont.

# -WARNER

# BURGESS BATTERIES

## *Specially Adapted for the Latest Battery Radios*

FOR PORTABLE, MANTEL AND CONSOLE RADIOS



441

A special combination "A" & "B" battery, giving 1½ volt "A" and 60 volt "B". Size 9¾ x 4¾ x 1½.

USED ONLY ON SPECIAL SETS

5308

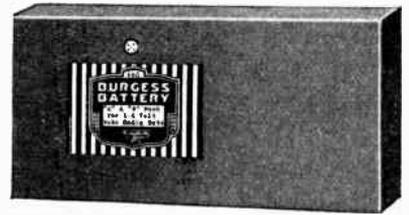
Not illustrated.

Portable "B" Battery, 45 volt. Size 4¼ x 2¾ x 5½.



4FP

Portable "A" Battery, 1½ volt. Size 2¾ x 2¾ x 4-1/32.



660

Portable combined "A" & "B" battery, giving 1½ volt "A" and 90 volt "B". Size 11¾ x 6½ x 1-7/16.



1860

1860

Combined "A" and "B" Pack battery for house models, giving 1½ volt "A" and 90 volt "B". Size 15¾ x 4-3/16 x 7.

1030

Not illustrated.

Burgess Special long life "A" battery. Similar in appearance to 1018 and gives approximately twice the life.



2308

2308—Burgess Standard "B" battery, 45 volt. Size 8 x 3½ x 7.

21308—Super service "B" battery (an oversize "B"). 45 volt. Size 8 x 4½ x 7½.

10308—Heavy duty "B" battery, 45 volt. Size 8 x 4 x 7. These batteries are particularly suitable for larger Radio sets (Table or Console models). The most economical to use because of the long life they give.

1018—Burgess Power House "A" battery. Specially designed for Radio battery sets using the new 1.4 volt tubes. Size 4-3/16 x 4-11/16 x 7¾.

8FP1—(Not illustrated)—Portable "A" battery, 1½ volt. Size 3¾ x 5½ x 2-11/16. A special Power House dry "A" battery for 1.4 volt tube portable sets. Recommended for use with Burgess No. 5308 batteries.



1018

# BURGESS BATTERY COMPANY

NIAGARA FALLS, ONTARIO

MONTREAL - TORONTO - SAINT JOHN - WINNIPEG - CALGARY - VANCOUVER

## CROSLEY VALUE SPEAKS!

Model J599—Sets a new standard of value far in advance of competition. The first successful small TRF set ever made in Canada. Its selectivity and power output are engineering achievements. Four working tubes plus plug-in resistor; 4-inch dynamic speaker and unquestionably the most beautiful plastic cabinet ever offered in this price class. Dimensions: 6" high, 9" wide and 4 $\frac{3}{4}$ " deep. Power output—1.5 watts.

**\$13.95**



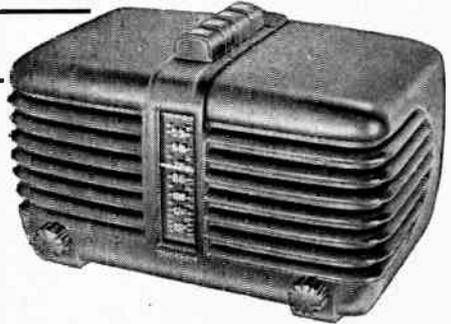
# CROSLEY

"RADIO OF TOMORROW"

## Now Made in Canada!

YOU'RE THERE WITH A CROSLEY

• The name Crosley needs no introduction to the Canadian radio trade. Crosley of Cincinnati has been known as a pioneer and leading manufacturer since radio began. And now, here's news! *Crosley receivers are being made in Canada*—receivers that climax 18 years of radio leadership; that feature smarter cabinets, better performance and lower prices; that set new Canadian standards of design, engineering and value! If you want your store to be steps ahead—if you like to feature the newest things first—if you want the liveliest line in all radio, then investigate Crosley made-in-Canada receivers TODAY.



Model J619—A 6-tube AC-DC Push Button superheterodyne of marvellous tone and power. Beam power output. Handsome plastic cabinet. Truly a sensational value. Power output—1.8 watts. **\$25.95**

Dimensions: 8 $\frac{1}{4}$ " high, 11 $\frac{1}{4}$ " wide, 6 $\frac{1}{2}$ " deep.

**12 MODELS — 12 WINNERS**

Prices slightly higher west of Fort William.



Model J529 — Amazing new value in a 5-tube AC-DC Push Button superheterodyne. Listen to it perform! Power output—1.6 watts. **\$19.95**

Dimensions: 6" high, 9" wide, 4 $\frac{3}{4}$ " deep.

**WRITE OR WIRE TODAY**

Crosley's debut in Canada is the talk of the trade. So hurry your inquiry for details of the Crosley franchise. Learn how you can "go to town" with the radio of tomorrow.

Crosley Radios now made in Canada by

**MOHAWK RADIO LIMITED**  
NEW TORONTO, ONTARIO

# FOR 1940 PHILCO



Illustrated are but three of  
the many new 1940 PHILCOS.....

**PHILCO 19XF** Built to receive Television Sound! And this powerful Domestic and Foreign Superheterodyne has the new invention, the Philco Built-in Super Aerial System, combining Twin-Loop Aerial, costly R.F. Stage and super-efficient Loktal Tubes. **NO INSTALLATION!** Just plug in and play. No aerial wires outside or inside the house . . . no ground! Eight Electric Push-Buttons, Cathedral Speaker, Tone Control, etc. Sliced and Butt Walnut cabinet with graceful curves . . . . . **\$129.50** \*

**PHILCO 12T** Carry it anywhere . . . just plug in and play! Has Built-in Loop Aerial . . . no outside wires of any kind . . . no ground needed! Powerful AC-DC Superheterodyne with Loktal Tubes, Automatic Volume Control, new Improved Speaker, etc. Soft brown and contrasting amber plastic cabinet with convenient carrying handle . . . . . **\$24.95** \*



**PHILCO 401T** Another Philco "first". A smaller, lighter, Self-Powered Portable at no sacrifice to quality, tone and performance. Longest battery life of any compact Portable! Super-efficient Loktal Tubes, Built-in Loop Aerial. Carrying case of attractive airplane luggage cloth, with name tag . . . . . **\$26.70**  
(Less Battery)

\*Prices Slightly Higher in West.

**FOR FULL PARTICULARS SEE YOUR**

# LEADS AGAIN !

## New Inventions bring a Revolutionary Change in the Use and Enjoyment of Radio !

Year after year, for ten straight years of LEADERSHIP, Philco engineers have worked unceasingly to bring the public better (mind you, *better* not cheaper) radio reception at *ever lower prices!*

For ten straight years, Philco has been the one driving force for progress in radio design and engineering, setting the pace for the whole industry to follow. The list of Philco "firsts" is long and impressive.

And today, in the 1940 line, Philco again leads with more "firsts". For example, only in the 1940 Philco will you find the amazing new invention, the Built-in Super Aerial System. This development by Philco engineers consists of not only a loop aerial, but a combination of vital features that give a complete sys-

tem of super reception. *Exclusively Philco!*

Yes, you'll find new inventions in the 1940 Philco line that open up new markets and a new crop of prospects for radio dealers throughout Canada!

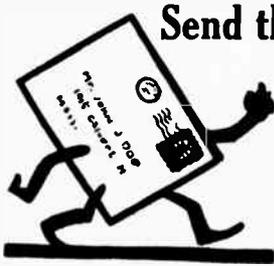
### 1940 PHILCO MODELS FROM \$14.95 UP!

Price? Yes, but not price alone! Philco never sacrifices quality for price. Remember this . . . in every Philco you sell there is packed finer tone and greater power *than the radio dollar has ever bought before!*

Join in the celebration of ten straight years of leadership . . . *sell Philco!*

Made in Canada by:  
PHILCO PRODUCTS LTD. . . . TORONTO

## PHILCO DISTRIBUTOR TODAY !



Send that Order for  
**ROTARY  
SEALS**  
to Airco—  
right now

Right now you  
can buy a  
Kelvinator or  
Frigidaire 5/8"  
shaft seal for as  
little as \$1.15.



**REFRIGERATION  
JOBBER'S . . . . .**

We are the EXCLUSIVE CANADIAN AGENTS and you can obtain your supply or replacement parts on short notice from us. HOSTESS — BEACH — MOFFAT — NORGE REFRIGERATION CONTROLS are of our manufacture.

**MODERN HOUSEHOLD  
APPLIANCES, LIMITED**

382 Victoria Ave., Montreal, Quebec

**Manufacturers and Jobbers Who Want Your Business**

And Whose Advertisements Appear in This Issue

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You get  
**MORE**  
in a

**Westinghouse**



**RADIO for 1940**

You get  
**MORE**  
in a  
Westinghouse

*Here's the STORY*



**4,141,342 ADVERTISEMENTS**

*Pre-Selling*

the biggest radio news since Westinghouse started the business of radio broadcasting back in 1920. Every reader of every general magazine in Canada, this summer, has been exposed to the Westinghouse "pre-announcement advertising — eye-catching messages which drive home the fact "you get more in a Westinghouse."

Consistent national advertising — backed by a complete merchandising and sales program — will make "the oldest name in radio broadcasting" — the greatest name in radio selling for 1940 season.

**Westinghouse**

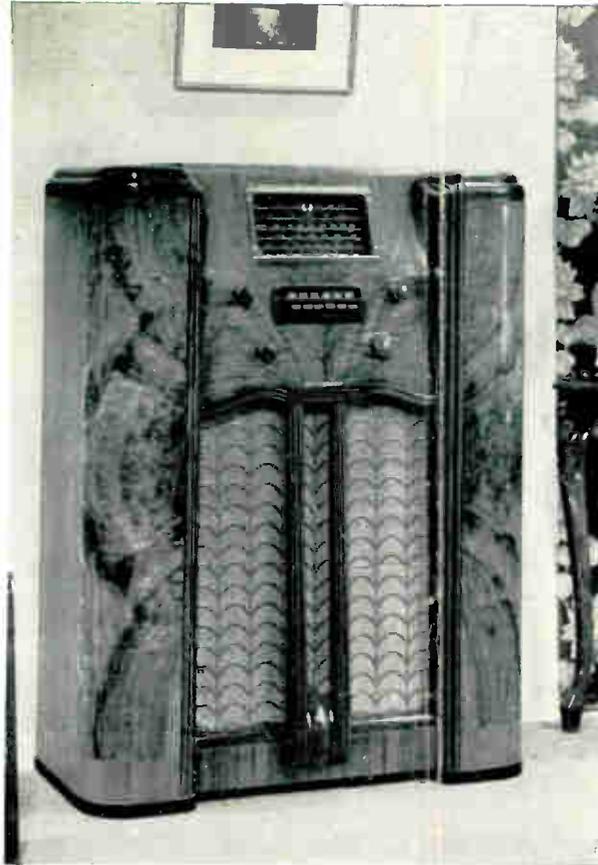
THE OLDEST NAME IN BROADCASTING

# Westinghouse QUALITY PROVIDES the "PLUS"



**WESTINGHOUSE CONSOLE MODEL 955X, \$144.75**  
9-Tube 5 Band Superheterodyne

This supremely handsome model covers 5 tuning ranges. Standard Broadcast and First Police Band, and 4 fully expanded world wide ranges (19, 25, 31 and 49 metres). Westinghouse superheterodyne circuit has R. F. stage; automatic volume control on 3 tubes; automatic tone compensation. 8 automatic push-button controls have standard broadcast and world wide stations, adjusted from front of cabinet. Bass-treble tone shaper. Vernier station selector, illuminated selector dial lists 65 world wide stations. 6 watts push-pull output from 12-inch Magnavox moulded cone speaker. Built-in phonograph and television switch. Cathode Ray Tuning Light.



**WESTINGHOUSE CONSOLE MODEL 754X, \$109.95**  
7-Tube All-Wave Superheterodyne

This beautiful and complete modern receiver covers 5 tuning ranges. Standard Broadcast and First Police Bands, and 4 fully expanded world wide ranges (19, 25, 31 and 49 metres). Latest Westinghouse superheterodyne circuit with automatic volume control, automatic tone compensation, 3 gang tuning condenser. Higher short wave sensitivity. 6 automatic push-button controls for standard broadcasts and world wide stations, adjusted from front of cabinet. Beam power output tube with 12-inch Magnavox moulded cone speaker. Illuminated selector dial with Cathode-ray tuning light. 65 World Wide stations accurately located. Built-in phonograph and television connection switch.



**WESTINGHOUSE CONSOLE MODEL 650X, \$84.50**  
6-Tube Two Band Superheterodyne

Covers the complete Standard Broadcast and First Police Band, also the 5.7-19.6 Megacycle and world wide broadcast ranges (16, 19, 25, 31 and 49 metres). Latest Westinghouse superheterodyne circuit with automatic volume control, automatic tone compensation, new stabilized oscillator circuit for wide reception, 8 push-buttons give automatic on-off control, station selection and tuning of five favorite stations, adjusted from front of cabinet. Bass-treble tone shaper. 10-inch full dynamic moulded cone speaker and latest type beam power output tube provide satisfying volume.



## ALL MODELS READY FOR



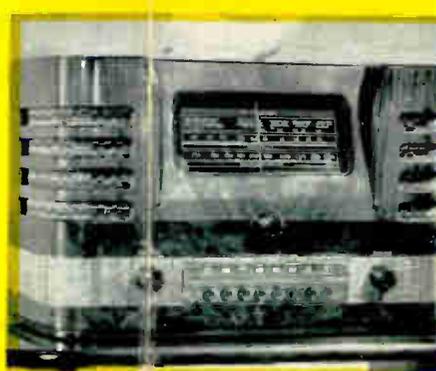
**WESTINGHOUSE MODEL 955A, \$109.50**  
9-Tube Five Band Superheterodyne

Similar in design and chassis construction to Model 955X, with special heavy duty 6-inch Magnavox speaker, 6 automatic tuning buttons and compact cabinet, 28 1/2 inches wide, 39 inches high and 13 inches deep.



**WESTINGHOUSE MODEL 754A, \$84.50**  
7-Tube Five Band Superheterodyne

Similar in chassis design and construction to Model 754X, with special 6-inch moulded cone speaker and compact cabinet, size 20 inches long, 15 1/2 inches high and 11 1/2 inches deep.



**WESTINGHOUSE MODEL 650A, \$59.95**  
6-Tube Two Band Superheterodyne

Similar in design and chassis construction to the Model 650X with 5 1/4-inch moulded cone speaker and compact cabinet 9 1/2 inches deep, 18 inches long, and 11 1/2 inches high.



**WESTINGHOUSE MODEL 651A, \$44.95**  
6-Tube Two Band Superheterodyne

Similar in design and chassis construction to the Model 651X, with 5-inch moulded cone dynamic speaker and compact cabinet 10 inches high, 15 1/2 inches wide and 7 1/4 inches deep.



**WESTINGHOUSE MODEL 553A, \$33.00**  
5-Tube Standard Broadcast Superheterodyne

Same features as Model 553X but with lower cost and without tone control. 5-inch fully dynamic moulded cone speaker and compact cabinet 10 inches high, 14 inches long and 6 3/4 inches deep.

US"

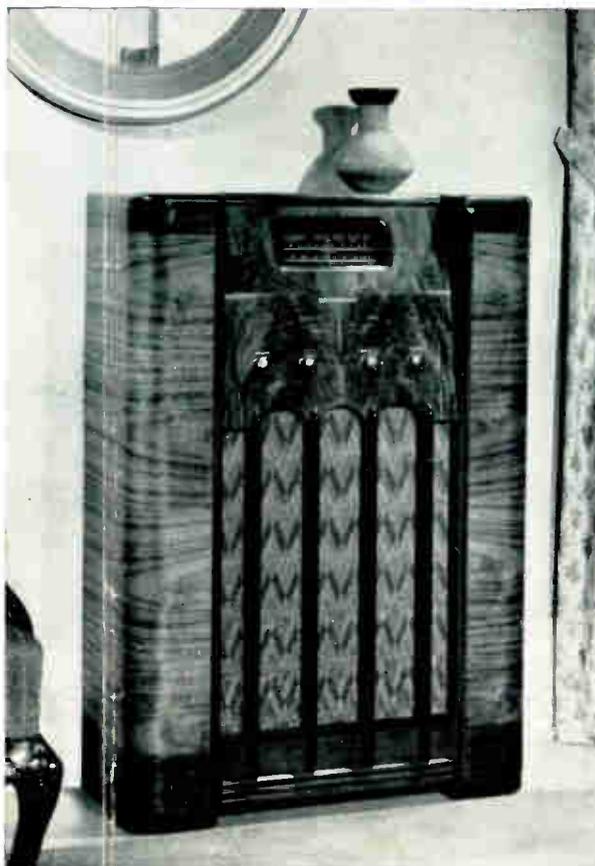
# THAT BUILDS MORE SALES

## "You get MORE in a Westinghouse"



WESTINGHOUSE DELUXE MODEL 1156X, \$189.95

11-tube 5 band superheterodyne covering complete short wave range, 5 to 18.5 Megacycles, plus fully expanded world wide bands for 19, 25, and 31 metres, together with Standard Broadcast and First Police Bands. Latest Westinghouse superheterodyne circuit with R. F. stage and automatic volume control on 3 tubes. Automatic dual point tone compensation. Separate oscillator tube for short wave. Adjustable high gain iron core antenna and I. F. coils. 10 push buttons for automatic electric motor tuning of both standard and world wide stations. Bass and treble tone controls. 12 watt output from new Magnavox 12-inch moulded cone dynamic speaker. Orthoacoustic music chamber with new moulded cone high-frequency tone diffuser. Built-in phonograph and television switch. 5 individually illuminated selector dials with 65 world wide stations accurately located. Cathode-ray tuning light. Vernier station selector.



WESTINGHOUSE CONSOLE MODEL 651X, \$69.95

Six-tube two band superheterodyne covers the Standard Broadcast and First Police Bands, also 5.7 19.6 Megacycles, amateur and 16, 19, 25, 31 and 49 metre international broadcast ranges. Latest Westinghouse superheterodyne circuit with automatic volume control on two tubes, automatic tone compensation, new stabilized oscillator circuit for finer short wave reception. Latest beam power output tube and Magnavox speaker assure undistorted volume. Simplified world wide station selector dial with world wide stations listed. Vernier precision tuning. Combination bass-treble tone shading.



WESTINGHOUSE CONSOLE MODEL 553X, \$59.95

### 5-Tube Standard Wave Superheterodyne

Outstanding value in a truly satisfying broadcast receiver, which also covers the first police bands (575 1375 kilocycles). Perfected 5-tube superheterodyne circuit with automatic volume control on 2 tubes, automatic tone compensation. Push-button automatic tuning of 5 favorite broadcasting stations with simple adjustment from front of cabinet. Full dynamic speaker for full undistorted volume. Combination bass-treble tone shading. Vernier selector and illuminated selector dial. Attractive moderne cabinet in fine harmonized walnut wood.

# IMMEDIATE DELIVERY



MODEL 552A, \$22.95

Possesses the same cabinet and chassis as the 552B, together with all features except the built-in aerial and bronze handle.

This model is designed for regular aerial and ground connections.



MODEL 552B, \$25.95

A 5-tube Westinghouse superheterodyne with standard AC power transformer, 5-inch moulded cone dynamic speaker, automatic volume control. Vernier station selector, illuminated dial, covering standard broadcasting and first police bands. Built-in aerial (no ground connection necessary) and flush fitting bronze handle. Binding posts for regular aerial ground are also provided.



### THE RADIETTE

Westinghouse Model 551A and 551B standard 5-tube superheterodyne circuit, automatic volume control, AC-DC operation, attached aerial. Vernier station selector and illuminated dial. 4-inch moulded cone dynamic speaker.

Model 551A in walnut finish ..... \$14.95  
Model 551B in ivory finish ..... \$15.95

and here's the

# PROOF

**MORE QUALITY**

Most beautiful cabinets in the entire industry — distinctively styled — created from the finest woods known to the cabinet-maker's art.

New circuit refinements provide greater stability, finer selectivity, outstanding sensitivity and richer, more realistic tone.

**MORE VALUE**

In spite of new refinements, more beautiful cabinets, finer performance — every Westinghouse model for 1940 is an outstanding revelation of value.

Premium quality is now available at the lowest price in all Westinghouse history.

**MORE APPEAL**

Advancements that people for this year — simplified tuning — built-in television aerial — new AC-DC sets — a radio model for every need in every price class and for every room in the house.

**MORE SALES**

Already three times as many people have bought the new Westinghouse models as during the same period of last year — proof that Westinghouse is offering more of everything the public wants. With a complete line for immediate delivery, plus a well-planned selling program — Westinghouse dealers are equipped for a season of outstanding sales success.

CANADIAN WESTINGHOUSE COMPANY, LIMITED  
Head Office and Factories: Hamilton, Ontario  
Branch Offices in All Principal Cities

# RADIO for 1940



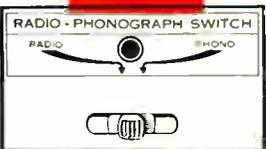
ORTHOCONIC SOUND CHAMBER



EXPANDED 50 TIMES  
WESTINGHOUSE BAND-SPREAD DIAL



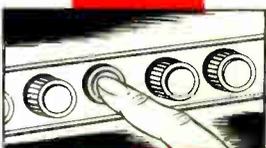
BAND SPREAD WORLD WIDE DIAL



RADIO-PHONOGRAPH SWITCH



TELEVISION MONITOR



HIGH FREQUENCY TONE DIFFUSION CONE

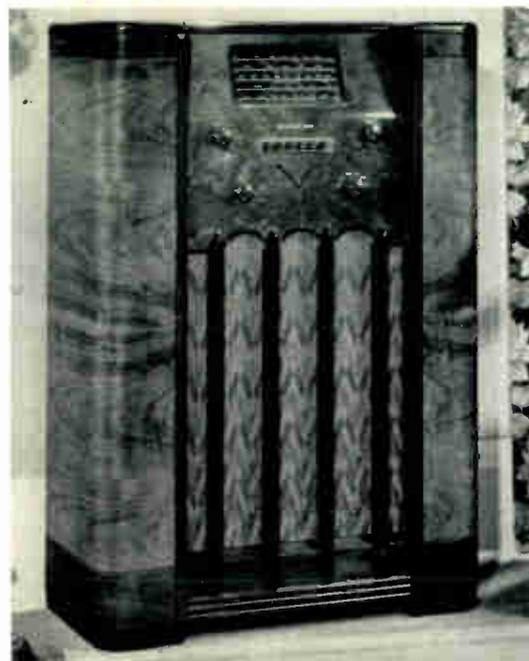


NEW AUTOMATIC PUSH-BUTTON TUNING

You get MORE in a

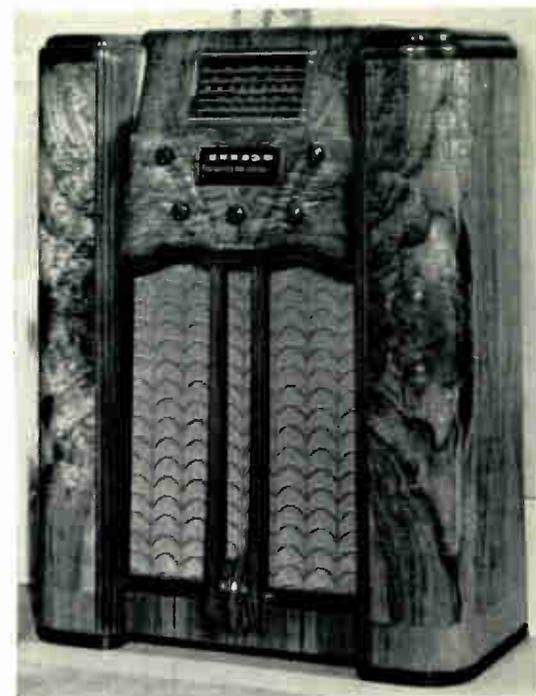
# Westinghouse

## Battery Operated RADIO



WESTINGHOUSE MODEL B-763X \$94.50

5-band, 7-tube superheterodyne standard broadcast, police calls and 4 fully expanded world wide ranges (19, 25, 31 and 49 metres). 8-inch Magnavox dynamic speaker, low-drain 1.4 volt radiotrons, battery saver switch, automatic volume control on 3 tubes, automatic tone compensation. 6 stations on automatic push-button. Handsome cabinet.



WESTINGHOUSE 7 TUBE DELUXE B-764X \$109.95

Standard broadcast and first police band and 4 fully expanded world wide ranges (19, 25, 31 and 49 metres). Battery saver switch, new low-drain 1.4 volt radiotrons, 10-inch Magnavox dynamic speaker. Push-button tuning of 6 favorite stations. Automatic volume control on 3 tubes. Automatic tone compensation. Separate bass and treble tone controls. Cabinet design of outstanding distinction.



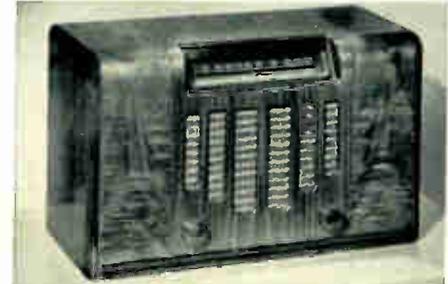
WESTINGHOUSE MODEL B-763A \$74.50

Similar in chassis design and construction to the Model B-763X with 6-inch Magnavox dynamic speaker in compact cabinet 20" x 15 1/4" x 11 1/4". All 5 and 7 tube models have 3 gang condensers with R.F. stage



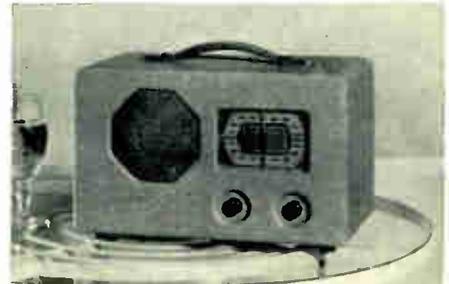
WESTINGHOUSE MODEL B-562A \$49.50

Standard broadcast, first police band, amateur and 49, 31, 25, 19, 16 metre bands. 5 new economy 1.4 volt radiotrons, battery saver switch, automatic volume control, automatic tone compensation. 5 1/4-inch Magnavox dynamic speaker. 10" x 15" x 7 1/4".



WESTINGHOUSE MODEL B-460A \$29.95

A low priced standard broadcast receiver, with first police band, 4 new economy 1.4 volt radiotrons, automatic volume control, full dynamic Magnavox speaker, vernier station selector. Distinctive cabinet 16 1/2" x 19 3/8" x 7 1/4"



WESTINGHOUSE B-461B \$34.45 (\$39.95 with Batteries)

With self-contained batteries and aerial, this compact portable is just the set for the car, boat, camp or cottage. Low battery drain. Rich tone quality. Heavy magnet, full-dynamic speaker; automatic volume control; vernier station selector. McBride case in ostrich-grain finish.

# SPRING STEEL WAFER

*(Should you have no use for this turn it over to a Radio Service man or an amateur set builder.)*

The smallest of tools, yet one that is invaluable for cleaning the plates of a condenser or removing bits of metal, etc., from voice coil channels in dead speakers. The latter is done by holding a magnet against the spring steel.

NUMBER  
**811**  
RADIO  
Service Hints



Westinghouse  
"The Oldest Name  
in Broadcasting."

ALWAYS KEEP WAFER ON THIS CARD  
AND YOU WILL KNOW WHERE TO FIND IT

CANADIAN WESTINGHOUSE CO., LIMITED  
HAMILTON, CANADA

## Did you get this **FREE** WAFER?

Every Radio Service Shop on our mailing list has just received this handy tool. If your name is not on our list, drop us a card and we will gladly forward the Service Hint Card and Steel Wafer. You will also get future mailings which Service Men are finding very useful.

# Westinghouse

Genuine **RADIOTRONS**

are installed daily by most of the  
Radio Service Men in Canada.

CANADIAN WESTINGHOUSE COMPANY LIMITED, HAMILTON, ONT.

# MORE PROFIT ON G-E RADIOTRONS

*G-E Dealers Enjoy a New  
Two-Way Profit Increase*

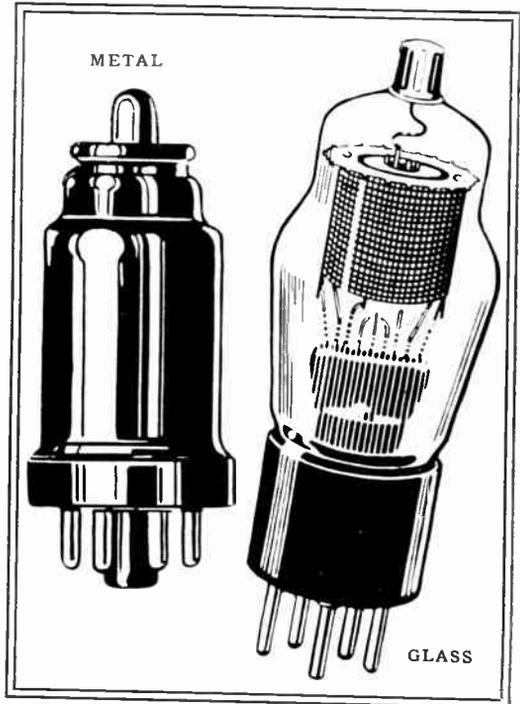
**H**ERE'S action! A double profit-maker!

The new LOWER PRICES and the new GUARANTEE on General Electric Radiotrons are boosting sales.

And now the new, bigger margin brings dealers a bigger profit than ever before on this increased volume of sales!

Start today to enjoy this 2-way increase in your Radiotron profits. Get in touch with the Canadian General Electric Sales Office nearest you—today.

MADE IN CANADA

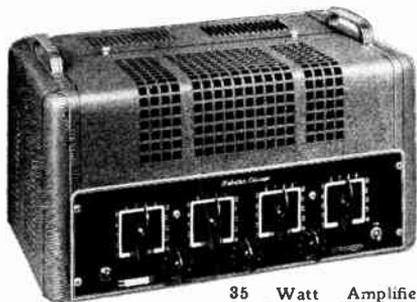


**GENERAL**  **ELECTRIC**  
**GUARANTEED RADIOTRONS**

**CANADIAN GENERAL ELECTRIC CO., LIMITED** NW-29X

Sydney    Halifax    Saint John    Quebec    Sherbrooke    Montreal    Ottawa    Noranda    Toronto  
New Liskeard    Hamilton    Sudbury    London    Windsor    Fort William    Winnipeg    Regina    Saskatoon  
Lethbridge    Edmonton    Calgary    Trail    Kelowna    Vancouver    Victoria

# Save Time, Money and Trouble



35 Watt Amplifier  
5 Stage; 12 Tube.

### Public Address Systems for churches, clubs, auditoriums, etc.

Webster-Mohawk also supply paging and announcing systems for garages, factories, lumber yards, restaurants, hotels, hospitals and large residences.

By using Webster-Mohawk Amplifiers, you'll save time, money and trouble. You'll be farther ahead, too, and run no risk of faulty construction.

Webster-Mohawk equipment is fully licensed and hydro approved in Canada.

Let us co-operate with you on your sound equipment installations. We'll save you money and help you to make a bigger profit.

Write for complete information and prices.  
Send us your name for our mailing list.

*Licensed by Canadian General Electric Company Limited and Northern Electric Company Limited.*

## MOHAWK RADIO LTD., New Toronto, Ont.

# NEW Signal Generator...



## Model 1232-A



★**TRIPLE SHIELDING**

and completely NEW design. Top panel is insulated from R.F. Main wiring is beneath double shielded panel. Coils and the band switch are individually shielded.

★**IMPROVED ATTENUATION—**

Zero signal for all practical purposes.

★**LARGE DIAL OPENING—**

180°—Improves readability. Scale is 345°. Dial is direct geared, permitting quick and accurate settings.

★**SIX BANDS**

cover frequencies from 115 Kc to 30.5 Mc. Total scale length over 50 inches. Direct reading.

**Model 1232-A \$38.05** DEALER NET PRICE

Line Filter—Filters RF between oscillator and the line.  
Six trimmer Calibrated Coils

—For accuracy well within servicing requirements on all bands.

400 Cycle Audio Note obtained from panel jacks.

more . . . Model 1232-A . . . complete with accessories . Dealer Net Price . . . \$38.05

Canadian Representatives:  
For Ontario and Eastern Canada: William F. Kelly Company, 1207 Bay St., Toronto, Ont. For Manitoba and Western Canada: C. F. Down Co., 301 Travellers Bldg., Winnipeg, Man.; 564 Beatty St., Vancouver, B.C.

This new model is made with full vision dial having six scales with total length of over 50 inches. Improved accuracy, shielding and attenuation equal to oscillators for which you would pay much

The Triplet Electrical Instrument Co., 228 Harmon Avenue, Bluffton, Ohio.

Please send me more information on Model 1232-A;

Name .....

Address .....

City ..... Prov. ....



Wire wound Black enamelled, Heavy duty resistors are now available in 5, 10, and 20 watt units.

Guaranteed humid proof, accurate and to have a long life.

Solder tags welded to the resistance. Corrosion proof.



List price fixed as follows:

5 Watt - - - 35 cents each  
 10 " - - - 40 " "  
 20 " - - - 60 " "

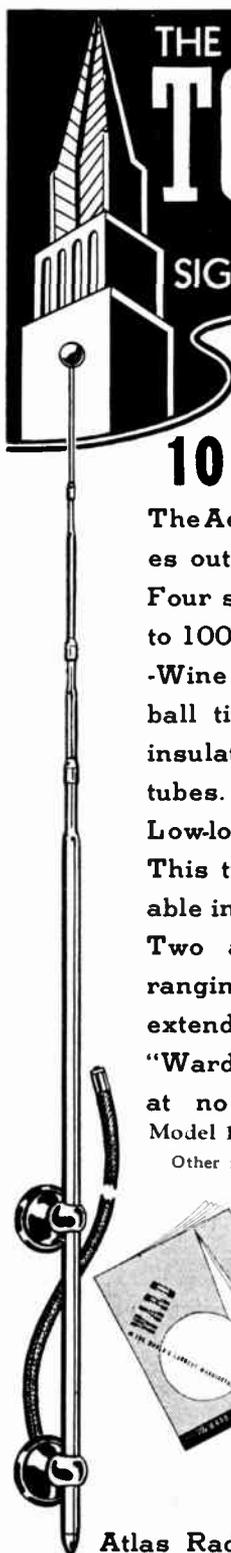
5 Watt Center Tapped  
 50 cents

All values up to 25000 ohms in stock.

**LOUIS HOLZMAN LTD.**  
 New Birks Building, Montreal, Que.

*Distributors of:*

HUNTS ELECTROLYTIC & PAPER CONDENSERS  
 BRITISH AND AMERICAN ROLA SPEAKERS  
 WARD LEONARD RESISTANCES  
 ERIE CERAMIC, CARBON RESISTORS &  
 VOLUME CONTROLS  
 INSOL SPAGHETTI TUBING



THE *New* AERIAL!  
**TOWER**  
 FOR EXTRA  
 SIGNAL STRENGTH

**MODEL 151L**  
 EXTENDS TO  
**100 INCHES**

The Aerial that really "reaches out and brings 'em in". Four section telescopic 29 $\frac{3}{4}$ " to 100" Gleaming chrome - Wine colored "Anti-Static" ball tip -- Ceramic "Hi-Q" insulators -- Super-deluxe tubes. Complete with 36" Low-loss shielded lead cable. This type Aerial also available in three other models in Two and Three sections ranging from 48"-65"-94" in extended lengths. Featuring "Ward Patented Anti-Rattle" at no extra cost to you. Model 151L \$5.50. Canadian List. Other models list from \$1.95 to \$18.85.

See the *New*  
**Catalog**



showing complete line of the "World's Best Antenna". Made by Ward Prod. Corp., Cleveland. Assembled and distributed in Canada by

Atlas Radio Corporation, Ltd.

**ATLAS RADIO CORP., LTD.**  
 560 KING ST., WEST • TORONTO, ONT.

# LOOK!...A heater folks will buy in AUGUST!

IMAGINE KEEPING COOL WITH A HEATER!

Here's a heater you can sell in shirt-sleeve weather — because it's got something people want all summer long! Duo-Therm's amazing new Power-Air\* has a "keep cool" story as well as a "keep warm" one!



1.

**The "Keep Cool" Story:** In torrid weather, Duo-Therm's Power-Air stirs up a 27-mile-an-hour breeze! It floods the room with the cooling comfort of active, circulating air!

2.

**The "Keep Warm" Story:** In winter, Duo-Therm's Power-Air banishes hot ceilings and cold floors—drives heat all through the house—gives the same positive forced heat as the modern basement furnace!

**CASH IN ON DUO-THERM'S FLOOR-TO-CEILING COMFORT!**  
COMPARE THESE ACTUAL RESULTS!

TOO HOT HERE	95°
WARM HERE	79°
COLD HERE	62°

**Ordinary Heaters** send heat up—where it "loafs" on the ceiling. Result: floors are drafty, chilly—ceilings are hot. *Note the actual figures!* (Tests made in a standard home.)

WARM HERE	80°
WARM HERE	72°
WARM HERE	70°

**Duo-Therm's Power-Air** forces ceiling heat to "move on"—forces it down—puts it to work on the floors! *Note the even, uniform heat obtained in actual tests!*

## Money in your sock—right now!

**D**UO-THERM'S summer comfort story means that you can start tucking away heater dollars just as soon as you can grab your order book and pencil! Not next fall, or next month—but *right now!*

And—here's *more* of the greatest "Buy now" story a heater ever had:

### A honey of a finance plan!

Duo-Therm's new finance plan lets you tell your prospects: "*Pay only 10% down!* Enjoy the cooling comfort of your Duo-Therm all summer—and be set for the greatest *heating* comfort you have ever known when winter comes!"

*That's* something you can use

on the holdouts—to make 'em quit holding out—and *buy!*

### Get a running start!

You can get your heater sales rolling months ahead of time, with Duo-Therm—and be sitting in the driver's seat from start to finish!

Last year, with a list of features headed by the patented Bias-Baffle Burner, and the Imperial circulating heater, Duo-Therm outsold the next-best-selling heater almost 2 to 1!

*This* year, Duo-Therm gives you a brand new winner—backs it with the biggest advertising and sales promotion campaign in the industry—and *in addition*, gives you the greatest new selling feature in heater history—Power-

Air! (Don't confuse with fans used in ordinary heaters.)

We're adding summer to your selling season—a new punch to your heating story—*extra* dollars to your heater profits!

Get the facts on the Duo-Therm franchise—today! See your Duo-Therm distributor, or write, wire or phone us. Now! \*Patent applied for

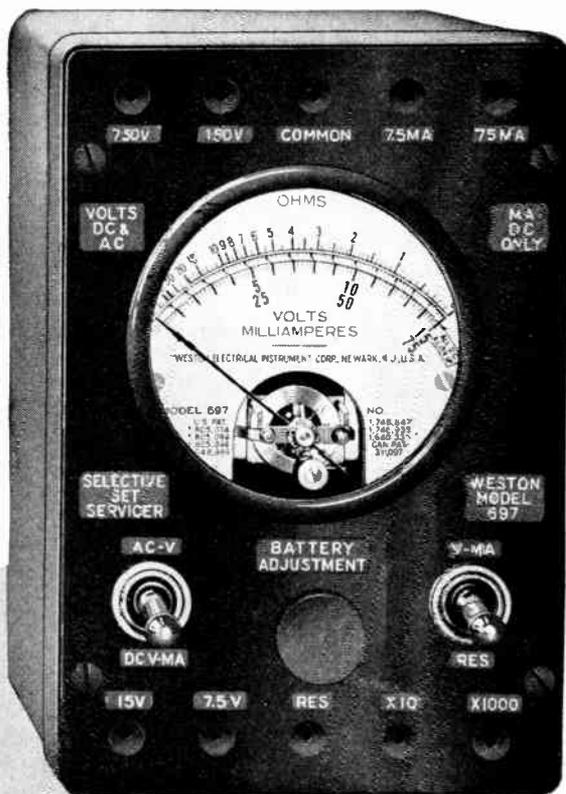
New "Year-Round"  
**DUO-THERM**  
Fuel Oil Circulating Heaters

— TEAR OUT AND MAIL—TODAY! —

W. J. ADDISON, LTD., RT-98  
1211 Bay St., Toronto, Ontario  
Give me the facts on the new Duo-Therm heaters—fast!

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Prov. \_\_\_\_\_  
Distributor \_\_\_\_\_

**POCKET  
SIZE . . .**  
*yet precise!*



**WESTON**  
**MODEL 697**  
**Volt-Ohm-Milliammeter**

*Inexpensively  
Priced*

Here's a convenient, *pocket-size* radio test instrument . . . but one that is made to the same standards of accuracy and dependability as the larger WESTON instruments. *Nothing has been sacrificed to achieve this small size.* The ranges provided, too, are complete for radio servicing:

Voltage Ranges: AC and DC—0-7.5; 0-15; 0-150; 0-750

Current Ranges: DC only, 0-7.5 and 0-75 milliamperes

Resistance Ranges: 5000-500,000 ohms full scale; 35-3500 ohms center scale

Size: 5 $\frac{9}{16}$ " x 3 $\frac{3}{4}$ " x 3 $\frac{9}{16}$ "

Model 697 is a most convenient tester to carry on service calls . . . a cinch to handle on the bench or around the shop . . . yet it is extremely low-priced for a sturdy, dependable WESTON instrument. Model 697 and other pocket-size WESTON testers should be included in every serviceman's kit.

Canadian  
Representatives:

•  
NORTHERN  
ELECTRIC CO., LTD.  
Offices Across Canada

POWERLITE DEVICES, LTD.  
Toronto • Montreal

**WESTON**  
*Instruments*

**Big Reserve When  
The WIND QUILTS  
BLOWING**



## AUTO-LITE 6-VOLT RADIO BATTERY

**For Wind-Driven and Gas-Power Charging Equipment**

When this new Auto-Lite Radio Battery was designed, special thought was given to its use with wind-driven or gas-power charging equipment.

It is built to store up a big reserve while the wind or gas generator is in operation, the plates being 70% thicker and 10% higher than automobile battery plates.

You can offer your customers no better value in radio batteries than this new Auto-Lite.

**USL BATTERY LTD. — TORONTO**

**DISTRIBUTORS FOR THE  
WESTERN PROVINCES**

**MANITOBA:** J. B. Carter Ltd., Winnipeg; Consolidated Motors Limited, Winnipeg; Automobile Supply Company Ltd., Winnipeg.

**SASKATCHEWAN:** McKenzie Auto Equipment Ltd., Regina, Saskatoon, Yorkton, Moose Jaw.

**ALBERTA:** Taylor & Pearson Ltd., Edmonton; Taylor, Pearson & Carson Ltd., Calgary; H. R. Carson Ltd., Lethbridge.

**BRITISH COLUMBIA:** Radio Sales Service Ltd., Vancouver; MacFarlane & Co. Ltd., Vancouver; R. Angus, Victoria.



Utah  
No. 8311  
Universal  
Input

Utah  
No. 5999  
Universal  
Output

## Now Utah TRANSFORMERS for EVERY home or auto set replacement

You obtain the benefit of Utah's 10 years of experience in transformer engineering and manufacturing when you standardize on Utah transformers for all home and automobile replacement requirements. Because Utah designs and produces speakers, vibrators and transformers, Utah engineers have a decided advantage in "matching" the characteristics and in developing maximum performance features.

Utah Transformers, standard equipment in millions of receivers throughout the world, have proved the high safety factor of their insulation. Precision manufacturing and the use of scientifically selected materials such as: the high silicon content steel used in all laminations, assure complete satisfaction. Because Utah Transformers are subjected to every conceivable test before shipment they are uniformly dependable. These fully guaranteed transformers are individually boxed, with complete instruction sheets.

**WRITE FOR FREE CATALOG.**

If you do not have your copy of the new Utah illustrated catalog containing complete information about the transformer line and other Utah products—write for it today—no obligation.



**UTAH RADIO PRODUCTS COMPANY**

Chicago, Illinois

CABLE ADDRESS: UTARADIO, CHICAGO

SPEAKERS - VIBRATORS - UTAH-CARTER PARTS



Canadian Representative:

A. T. R. Asmstrong 414 Bay Street, Toronto

# MARCONI

## RVC RADIOTRONS

**NEW  
LOW  
PRICES**

### MAKE GREATER DEALER PROFITS

Revolutionary is the word to describe these new prices! Here is the answer to dealer demands for high quality tubes at prices that will let you meet all competition and tap new markets.

**90  
DAY  
GUARANTEE**

### CREATES CONSUMER CONFIDENCE

The Greatest Name in Radio guarantees for 90 days the finest tubes ever made. Think what that means as a sales argument! A new weapon in the hands of every Marconi dealer.

**COAST TO  
COAST  
ADVERTISING**

### BUILDS DEALER SALES

Marconi promotes consumer sales by extensive broadcast advertising of tubes over 35 Radio Stations and provides a dealer merchandising plan to help Marconi dealers cash-in directly on this flood of publicity.

The Marconi organization with a nation-wide chain of aggressive distributors is at the service of wide-awake dealers. Would you like to hear how Marconi can make greater profits for you? If so, please write your nearest Marconi office.

**CANADIAN MARCONI COMPANY**  
MARCONI BUILDING, MONTREAL

Vancouver

Winnipeg

Toronto

Halifax

St. John's, Nfld.

# RADIO TRADE-BUILDER

— Merchandising and Service —

Vol. 16

AUGUST, 1939

No. 8

T. C. Van Alstyne, Editor  
R. C. Poulter, Consulting Editor  
John T. Rochford, Advertising Manager

MEMBER



Circulation statement, audited  
by Canadian Circulation Audit  
Board, on request.

## In This Issue

We present our annual Receiver Specifications and Pictorial Parade of new models in this issue. Either feature alone would be of practical assistance to retailers and servicemen, but together they become of much greater value.

We are indebted to Stromberg-Carlson for their kindness in staging the front cover photo especially for Radio Trade-Builder.

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**WORTH  
WAITING  
FOR!**



**GENERAL ELECTRIC**  
**1940 RADIO**

*will be  
announced next month!*

MADE IN  CANADA

**CANADIAN GENERAL ELECTRIC CO. LIMITED**

## EDITORIALS

### Radio Trade-Builder's Pictorial Parade of New Models

IN this issue Radio Trade-Builder presents its annual Pictorial Parade and Specifications of new models. Probably no other single feature presented by a business paper offers such valuable information for the man in the "front line."

Condensed in one single issue this complete record of Canada's new 1939-40 radio receivers is bound to be of inestimable value to the dealer and salesman. New radio models have a definite "lure". Public interest is running high. For, besides the gleaming new cabinet is the wonder of wonders which brings to the fireside new entertainment facilities . . . equipment which will out-perform all past conceptions of radio.

Never before has the industry had such splendid merchandise to offer . . . and never before has the customer received such excellent value for his money.

Radio Trade-Builder makes grateful acknowledgement to the manufacturers for the sincere co-operation which makes this exclusive feature possible.

### Unit Sales Continue to Show Increase

RADIO receiver sales in Canada during the first half of 1939 show a surprisingly large increase over the same period in 1938. Every type of receiver, A.C. operated, battery, motor car sets and combinations, participated in the gains, although the combination models fell off in June 1939 as compared with the previous month. The number of combinations sold is, however, relatively small so that the grand total is not

affected very much. AC receivers (mantel and console) showed an increase of no less than 52% in the first six months over the same period last year. Sales of these sets in June increased over May about 24%. About 63% of these sets were of the mantel type. Incidentally, sales of this type of receiver were nearly double those of last year; consoles showed only a slight gain. It should be noted that not many of the mantel sets mentioned above were of the ac-dc variety since these were not approved and manufactured in Canada in time to have had any appreciable effect on total sales.

The increase in battery set sales was also substantial, being 77% over the first six months of 1938. Here again, mantel set sales were nearly double those of last year, console receivers making only slight gains.

The increase in automobile set sales was about 15% over last year—not as great as in the case of other types of receivers but in the right direction nevertheless.

June inventories were lower than in the same period last year, although they were a little higher than in May.

Figures for June indicate that during that month the largest selling models in the ac console class had six tubes, although these were closely followed by the eight to ten tube models. By far the majority of the ac consoles had two or more wave bands. In the ac mantel class the largest sellers were five tube standard broadcast sets.

The best selling group in the battery-operated class had seven tubes and two or more wave bands. In the battery mantel class standard broadcast receivers of 4 tubes or less predominated, followed in order by six tube standard broadcast sets. The largest group in the automobile class had six tubes.



## "Business Years,"

Main Street Forst Branch  
Vancouver, B.C.

"OUR business has quadrupled in the last five years."

For a sweet-sounding, soul-satisfying statement in this year of uncertainty, A.D. 1939, I give you that one. It applies to Forst's of Vancouver, and there are no tricks or catches to it. The evidence is there for all to see.

The Forsts opened their original store in 1919 in the suburban district of East Hastings St. It had a frontage of 25 ft. and carried a small hardware and bicycle stock with space for repairs. Less tangible assets included unlimited faith in the future of Greater Vancouver, an early grasp of the part to be played by major appliances in British Columbia homes and unusual ability in attracting and training the right kind of men as the business grew.

And like the well-known snowball the business did grow. Today the little shop on East Hastings St. has become the head of a chain. It has expanded to a frontage of 120 ft. and houses a most complete stock of radios, furniture, pianos, ranges, refrigerators, washing machines, etc., as well as the original bicycle and hardware departments.

Somewhat over five years ago other Forst stores made their appearance in Vancouver and four are now located throughout the district, each duplicating the complete lines carried at the main store. Last year, in an expansion programme which caused much comment on the Coast, three of the branches were moved into ultra-modern new stores.

Rapid though the expansion has been, it was no haphazard growth. Careful planning characterizes the entire Forst

set-up. Merchandise best calculated to appeal to a good medium-class market made up of tradesmen, civil servants, public utility employees, etc., is carried, with local, Eastern and U. S. lines all represented.

"We have no use for high pressure selling," says Alex. Forst. "Sell a customer according to his legitimate means, keep him friendly and go after him for repeat business. All our paid-up accounts are followed closely by our salesmen who made the previous sales. We believe in giving good value in lieu of long terms."

We asked what Forst terms were and were answered by Ed. Forst, who has charge of the credits. "We sell what a customer is able to pay for within one year on a monthly installment basis. We also ask a reasonable down-payment—from 10 to 20 percent. On refrigerators the time is extended to 18 or 24 months. On this basis where a customer has not been oversold, we can be reasonably lenient in collecting where circumstances warrant."

Advertising plays an important part in Forst merchandising. It is both forceful and consistent and covers all media. Well-planned newspaper advertising with good engravings of the articles offered, accompanied by the price, has been found the most productive. Daily advertisements are carried in the largest Vancouver paper with additional ads two or three times a week in the other. The weekly suburban papers are also used and billboards to a limited extent. Little success has been achieved with street-car advertising and this has been eliminated. Direct mail is also employed with good

# Quadrupled in Five Say Forst's of Vancouver

results on special offerings. Carefully picked lists are kept for this purpose but stuffers are enclosed with all receipts.

As Forsts are one of the chief outlets, the service departments are an important factor in their operations and attract a large amount of work.

After looking behind the scenes we asked what reforms Forsts felt desirable in the interests of better business for appliance retailers. After some thought the following were jotted down. The Forsts are no great reformers for the evils they pointed out have been decried often enough in the past and where they exist their only excuse is hard times.

(Continued on page 53)

Here they are: (a) Elimination of loss leaders; (b) Free "everything" eliminated; (c) Adequate standard wages to eliminate unpaid canvassers or commission men; (d) Punishment for false and misleading, price-cutting advertisements; (e) Elimination of manufacturers and wholesalers from any interest in retail business; (f) Elimination of consignment stocks.

What have Forsts got that some others haven't? Being modest we got no answer from Alex. and Ed. on that one but we were left in little doubt as to what they are proudest of in their business. It is the cordial relationship between manage-



ALEX FORST



ED. FORST



The handsome 3-floor Forst store at New Westminster, B.C.

# SPECIFICATIONS

## of Radio Receivers

Complete information, classified according to type.

(Compiled by Radio Trade-Builder, Copyright, 1939)

### A.C. STANDARD BROADCAST RECEIVERS

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Tone Control	A.V.C.	Automatic Tuning?	Pilot Light Voltage	Retail Price (with tubes)	
<b>Trade Name—DEFOREST</b>										
Grand	Mantel	8 x 12 $\frac{3}{4}$ x 6 $\frac{3}{4}$	5	6A7M; 6K7M; 75M; 41M; 80	No	Yes	No	.	East	West
Astor	Mantel	9 x 10 $\frac{3}{4}$ x 7 $\frac{7}{8}$	5	6A7M; 6K7M; 75M; 41M; 80	Yes	Yes	Yes	6.8	\$22.95	\$22.95
Carlton	Mantel	6 $\frac{5}{8}$ x 9 $\frac{7}{8}$ x 5 $\frac{1}{4}$	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	No	12	\$29.95	\$31.95
Traymore	Mantel	6 $\frac{5}{8}$ x 9 $\frac{7}{8}$ x 5 $\frac{1}{4}$	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	No	12	\$16.95	\$17.95
St. Regis	Mantel	6 $\frac{5}{8}$ x 9 $\frac{7}{8}$ x 5 $\frac{1}{4}$	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	Yes	12	\$19.95	\$19.95
									\$24.95	\$24.95
<b>Trade Name—GENERAL ELECTRIC</b>										
H50	Table	7 $\frac{7}{8}$ x 12 x 6 $\frac{1}{2}$	5	6A8G; 6Q7G; 6F6G; 6K7; 5Y4G	No	Yes	No	6.3	East 25 cy. \$22.95	West ... ..
									60 cy. \$21.95	\$22.95

**Trade Name—MAJESTIC**

										East	West
955	Mantel	8 x 12 $\frac{3}{4}$ x 6 $\frac{3}{4}$	5	6A7M; 6K7M; 75M; 41M; 80	No	Yes	No	.	.	\$32.95	\$22.95
952	Mantel	9 x 14 $\frac{3}{4}$ x 7 $\frac{7}{8}$	5	6A7M; 6K7M; 75M; 41M; 80	Yes	Yes	Yes	6.8		\$29.95	\$31.95
950	Mantel	6 $\frac{5}{8}$ x 9 $\frac{7}{8}$ x 5 $\frac{1}{4}$	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	No	2		\$16.95	\$17.95
950P	Mantel	....	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	No	2		\$19.95	\$19.95
950A	Mantel	....	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	Yes	2		\$24.95	\$24.95

**Trade Name—MARCONI**

										East	West
Model 155	Mantel	9 $\frac{1}{2}$ x 15 $\frac{1}{2}$ x 7 $\frac{1}{2}$	5	6A8G; 6K7; 6Q7G; 6K6G; 5Y4G	No	Yes	No	6.3		\$34.95	\$34.95

**Trade Name—NORTHERN ELECTRIC**

										East	West
640	Table	10 x 6 $\frac{3}{4}$ x 12 $\frac{1}{2}$	6	6A8; 6K7; 6H6; 6F5; 6F6G; 5Y4G	Yes	Yes	Yes	6.3		\$49.50	\$49.95

OTHER FEATURES: Six-station automatic push button tuning—two additional push buttons for on-off switch and changing from manual to automatic tuning.

**Trade Name—PHONOLA**

										East	West
Pilot	Mantel	10 x 14 x 9 $\frac{1}{4}$	5	6A8G; 6K7G; 6Q7G; 6F6G; 5Y4G	No	Yes	No	6.3		\$29.95	\$29.95

**Trade Name—ROGERS**

										East	West
14/55	Mantel	8 x 12 $\frac{3}{4}$ x 6 $\frac{3}{4}$	5	6A7M; 6K7M; 75M; 41M; 80	No	Yes	No	.	.	\$22.95	\$22.95
14/52	Mantel	9 x 13 $\frac{3}{4}$ x 8	5	6A7M; 6K7M; 75M; 41M; 80	Yes	Yes	Yes	6.8		\$29.95	\$31.95
14/50	Mantel	6 $\frac{5}{8}$ x 9 $\frac{7}{8}$ x 5 $\frac{1}{4}$	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	No	2		\$16.95	\$17.95
14/50P	Mantel	....	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	No	2		\$19.95	\$19.95
14/50A	Mantel	....	5	12A7G; 12K7M; 12B6G; 35L6G; 50Z7G	No	Yes	Yes	2		\$24.95	\$24.95

**Trade Name—SPARTON**

										East	West
5140K-L-M	Mantel	7 $\frac{1}{4}$ x 11 x 6 $\frac{1}{8}$	5	6A8G; 6K7G; 6Q7G; 6F6G; 5Y4G	...	Yes	No	6.3		(K) \$24.95	....
5140R	Mantel	7 $\frac{1}{4}$ x 11 x 6 $\frac{1}{8}$	5	6A8G; 6K7G; 6Q7G; 6F6G; 5Y4G	...	...	...	..		\$29.95	....
6140K	Mantel	8 x 14 $\frac{1}{2}$ x 6 $\frac{3}{4}$	6	6A8G; 6K7G(2); 6Q7G; 6F6G; 5Y4G	Yes	Yes	4-button	6.3		\$39.95	....

OTHER FEATURES: 6140K is a metal cabinet, walnut finish with copper trim. The cabinet acts as a self-aerial if desired. 5140R has self aerial and carrying handle.

## A.C. STANDARD BROADCAST RECEIVERS (Continued)

Model Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Tone Control	A.V.C.	Automatic Tuning?	Pilot Light Voltage	Retail Price (with tubes)	
<b>Trade Name—STEWART-WARNER</b>										
4351	Plastic	5½ x 9¾ x 5	4	6A8G; 6B8G; 1V; 6K6G	No	Yes	No	6.2	East	West
Baby Grand Mantel (Walnut finish)									\$19.95	\$21.00

OTHER FEATURES: Baby Grand: Universal 25-60 cycle, 100-130 volts. Also available in white, red, green or blue finish at \$21.95 East, \$22.95 West. Supertherodyne.

<b>Trade Name—STROMBERG-CARLSON</b>										
951-H	Table	9 x 14¾ x 8½	5	6V6G; 6K7; 6SQ7; 6A8G; 5Y4G	Yes	Yes	No	6.3	East	West
951-N	Chippendale	30¼ x 20 x 12¾	5	6V6G; 6K7; 6SQ7; 6A8G; 5Y4G	Yes	Yes	No	6.3	\$43.50	.....

OTHER FEATURES: Beam power output; etched bronze dial; tenite knobs and escutcheons. Electrostatically shielded power transformers; iron core oscillator coil; dry electrolytics; new 5½" Stromberg-Carlson speakers.

<b>Trade Name—WESTINGHOUSE</b>										
552A	Mantel	8½ x 13¼ x 6¼	5	1-2A7; 1-58; 1-2B7; 1-2A5; 1-80	No	Yes	No	3.0	East	West
552B*	ac Portable	8½ x 13¼ x 6¼	5	1-2A7; 1-58; 1-2B7; 1-2A5; 1-80	No	Yes	No	3.0	\$22.95	.....
553A	Mantel	8¾ x 14¼ x 7½	5	1-2A7; 1-58; 1-2B7; 1-2A5; 1-80	No	Yes	5-stations	3.0	25.95	.....
553X	Console	37 x 23 x 12	5	1-2A7; 1-58; 1-2B7; 1-2A5; 1-80	Treble	Yes	5-stations	3.0	33.95	.....
									59.95	.....

OTHER FEATURES: All models have edge-lighted glass dials; adjustable iron core antenna, oscillator and I.F. coils. \*No antenna or ground required for ordinary operation. Bronze carrying handle recesses flush in top of case.

### A RADIO TRADE-BUILDER SERVICE

For several years Radio Trade-Builder has compiled and published this complete directory. It is the only one of its kind in Canada. Its value to the trade as a ready reference has been proven by experience. We regret that in some cases manufacturers have been unable to supply prices at the time of going to press.

## A.C. COMBINATION SHORT AND STANDARD WAVE RECEIVERS

Model Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycles	No. of Bands	Tone Control?	A.V.C.	Pilot Light Volt.	Automatic Tuning?	Retail Price (with tubes)	
<b>Trade Name—CROSLEY</b>												
J7739M	Console	40 x 25 x 11 $\frac{7}{8}$	7	6A8GT; 6SK7GT; 2-25Z6GT; 25L6GT; 6P5GT; 6SF5GT	540-1700 6-18 mc.	2	Yes	Yes	Yes	Yes	East \$ 89.95	West \$ 99.95
J819M	Console	43 x 31 x 15 $\frac{3}{4}$	8	6K8GT; 2-6SK7; 2-25Z6GT; 6SQ7; 2-25L6G	540-1700 18-5.5 5.5-1.8	3	Yes	Yes	Yes	Yes	129.95	139.95
<b>Trade Name—DEFOREST</b>												
Commodore	Mantel	10 x 14 $\frac{1}{2}$ x 8	5	6J8M; 6K7M; 75M; 41M; 80	535-1750 kc. 5.9-18.2 mc.	2	Yes	Yes	6-8	Yes	East \$49.95	West \$52.95
Savoy	Console	37 x 23 x 12	5	6J8M; 6K7M; 75M; 41M; 80	535-1750 kc. 5.9-18.2 mc.	2	Yes	Yes	6-8	Yes	69.95	79.95
Ambassador	Console	36 x 28 $\frac{1}{2}$ x 13 $\frac{3}{8}$	6	6J8M; 6K7M; 75M; 41M; 6X6; 80	535-1750 kc. 5.8-18.1 mc.	2	Yes	Yes	6-8	Yes	89.95	99.95
Biltmore*	Console	37 $\frac{1}{2}$ x 24 x 13 $\frac{3}{4}$	8	2-6K7M; 6J8M; 6X6; 75M; 41M; 2-2X3	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	99.95	114.95
Statler*	Console	36 x 30 x 12 $\frac{3}{4}$	8	2-6K7M; 6J8M; 6X6; 75M; 41M; 2-2X3	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	119.95	129.95
Park Lane*	Console	38 x 26 x 14	9	2-6K7M; 6J8M; 6P5G; 6J5M; 2-41M; 6X6; 80	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	139.95	139.95
Ritz*	Console	38 x 26 x 13 $\frac{3}{4}$	10	6J8M; 2-6K7M; 6J5M; 2-41M; 6X6; 2-2X3	535-1750 kc. 5.92-18.29 mc.	6	Yes	Yes	6-8	Yes	179.95	179.95
Waldorf*	Console	39 x 37 x 14	10	6J8M; 2-6K7M; 6P5G; 6J5M; 2-41; 6X6; 2-2X3	535-1750 kc. 5.92-18.29 mc.	6	Yes	Yes	6-8	Yes	159.95	159.95

OTHER FEATURES: \*Equipped with phonograph and television jack. Most models have moulded escutcheons around the dials. Automatic sets use new improved automatic system, which is fast, accurate and trouble-free. Spread band models each band is stretched out 7 $\frac{1}{2}$ "; allows ease and accuracy in short wave tuning. DeForest cabinets have new beauty of design and crack-proof construction.

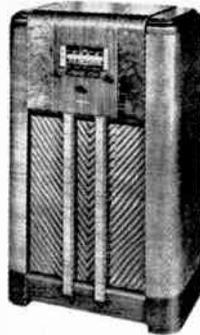
(Continued on page 54)



Crosley J629M



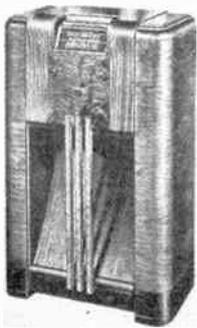
Crosley J819M



Crosley J5539M



Crosley J519 & J599  
Crosley J529 & J595



Crosley J7739M

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Crosley B5589M



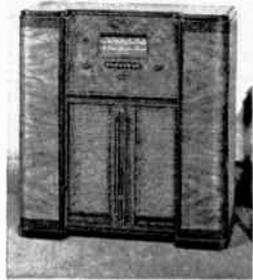
Crosley J619 & B449  
Crosley J729 & B579



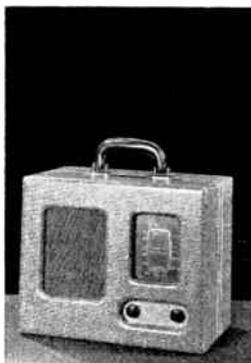
Northern Electric 640  
Northern Electric 742



Northern Electric 540G  
Northern Electric 540W



Northern Electric 841



Northern Electric Portable



Northern Electric 740  
Northern Electric 642



Northern Electric 1041



Northern Electric 741



Northern Electric 745

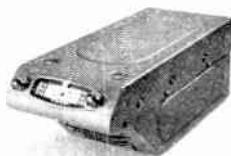
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Philco 3116RX  
with control.



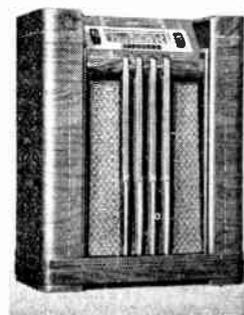
Philco 12T  
Philco 14T



Philco 931  
Philco 933



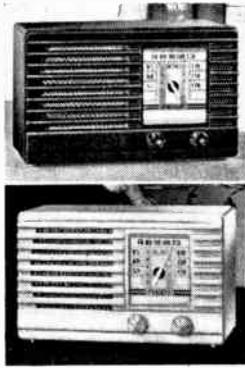
Philco 401T  
Philco 402F



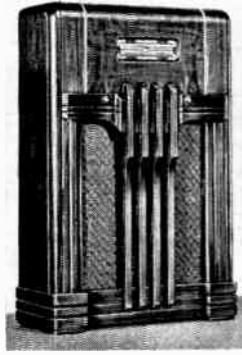
Philco 21XX



Philco 18F



Philco 10T Brown  
Philco 10T Ivory



Philco 202F

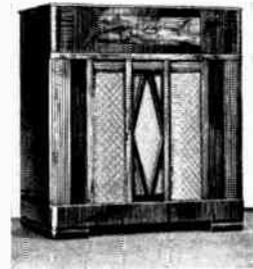


Philco 19XF

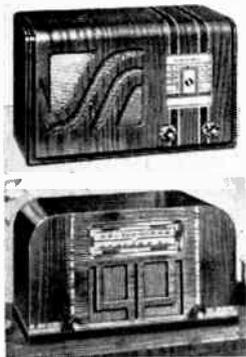


Philco 16T  
Philco 15T

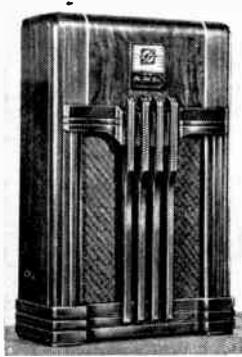
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Philco 701



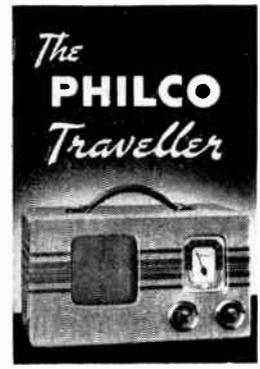
Philco 201T  
Philco 202T



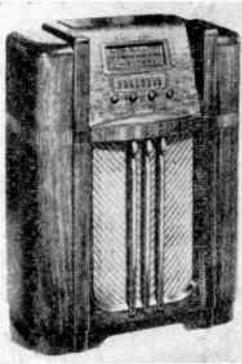
Philco 203F



Philco 203T  
Philco 204T



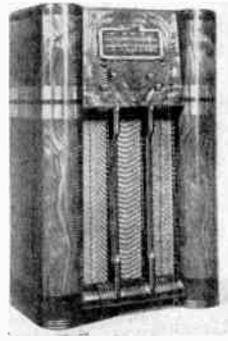
Philco 372T



Stewart-Warner 4575



Stewart-Warner 4411



Stewart-Warner 4435

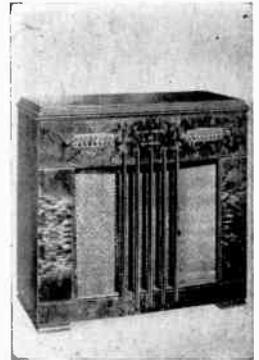


Stewart-Warner 4431  
Stewart-Warner 4881



Stewart-Warner 4555

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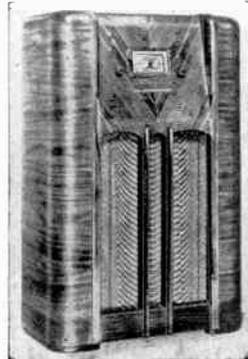
Stewart-Warner 4565



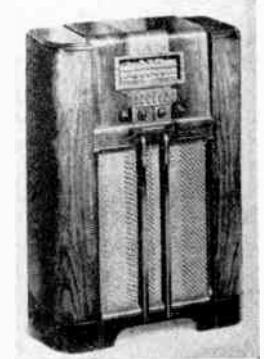
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Stewart-Warner 4511



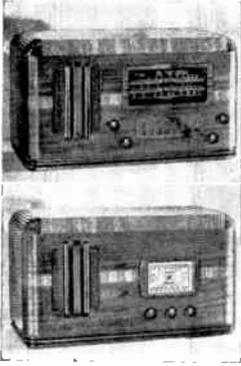
Stewart-Warner 4521



Stewart-Warner 4525



Stewart-Warner 4545



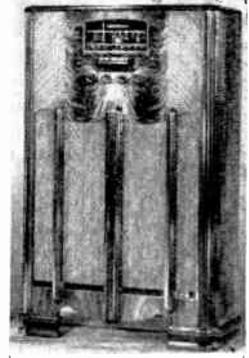
Stewart-Warner 4541  
Stewart-Warner 4421



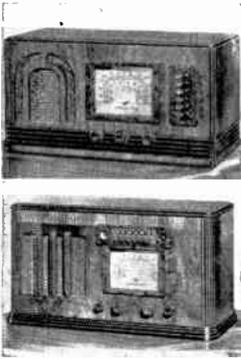
Stewart-Warner 4441



Stromberg-Carlson 345-M

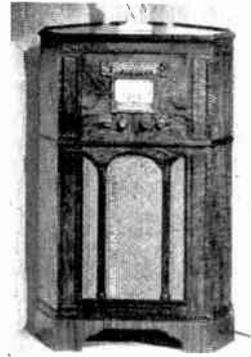


Stromberg-Carlson 972-L



Stromberg-Carlson 325-J  
Stromberg-Carlson 337-H

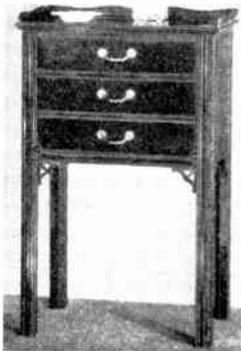
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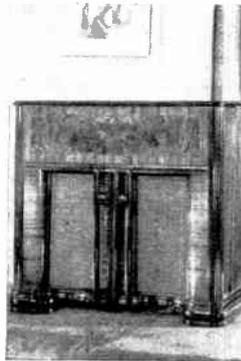
Stromberg-Carlson 345-V



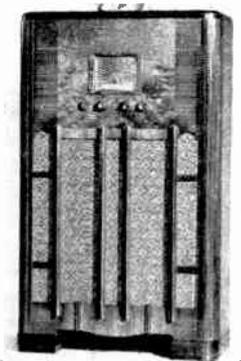
Stromberg-Carlson 992-M



Stromberg-Carlson 325-N



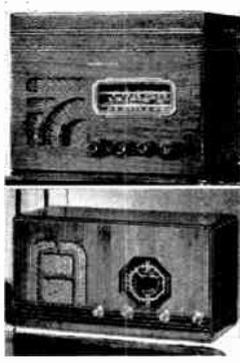
Stromberg-Carlson 972-PL



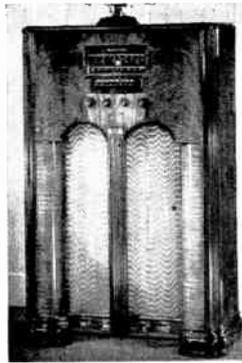
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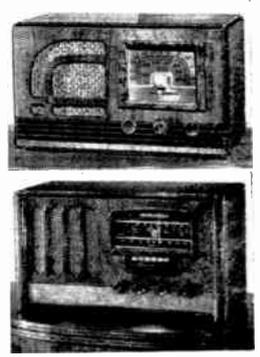
Stromberg-Carlson 992M



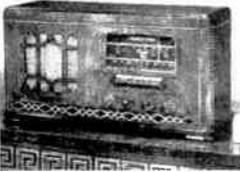
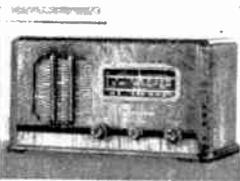
Stromberg-Carlson 952-PT  
Stromberg-Carlson 322-C



Stromberg-Carlson 992-L



Stromberg-Carlson 324-H  
Stromberg-Carlson 972-H

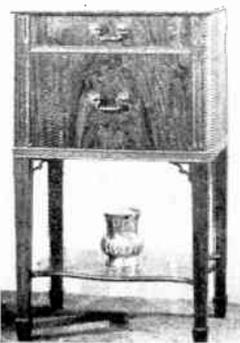


Stromberg-Carlson 952-H  
Stromberg-Carlson 992-H

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Stromberg-Carlson 320-T



Stromberg-Carlson 952-PF



Stromberg-Carlson 951-H  
Stromberg-Carlson 354-H



Stromberg-Carlson 951-N



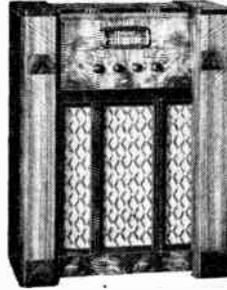
Stromberg-Carlson 346-R



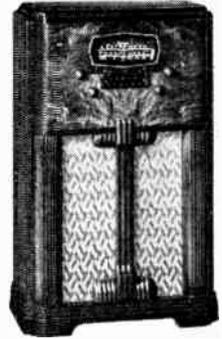
Stromberg-Carlson 325-S



Stromberg-Carlson 952-T



Phonoia Marquis



Phonola Rex



Phonola Classic

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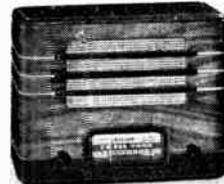
Phonola Devonshire



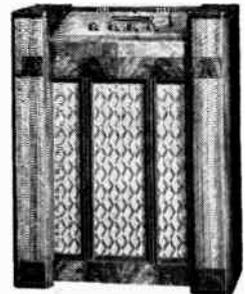
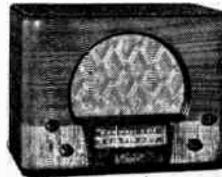
Phonola Pilot  
Phonola Princess



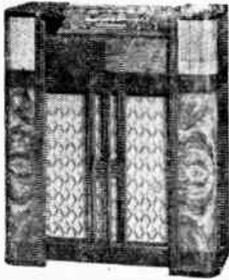
Phonola Dover



Phonola Student  
Phonola Colonial



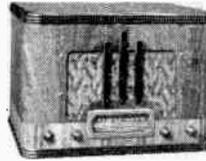
Phonola Empire



Phonola Commander



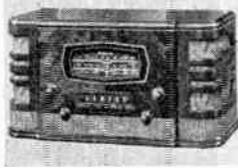
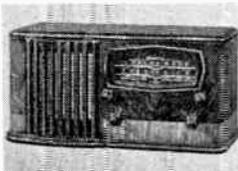
Phonola Porto-Rad  
Phonola Travel-Rad



Phonola Reco-Rad  
Phonola Phono-Rad

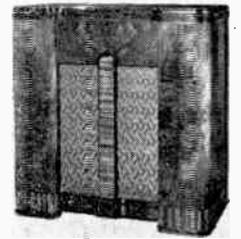


Phonola Ensign  
Phonola Duchess



Phonola Norfolk  
Phonola Balmoral

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Phonola Raleigh



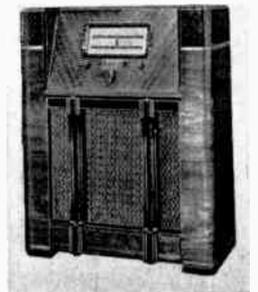
Phonola Imperial



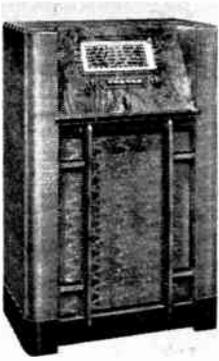
General Electric H53  
General Electric H41BP



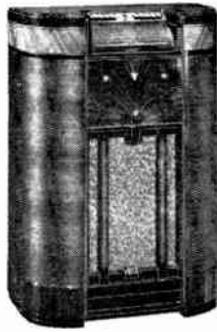
General Electric H50  
General Electric H52



DeForest Ambassador



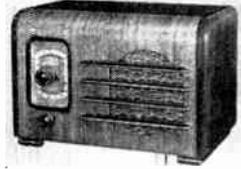
DeForest Biltmore



DeForest Ritz



DeForest Savoy  
DeForest Picadilly

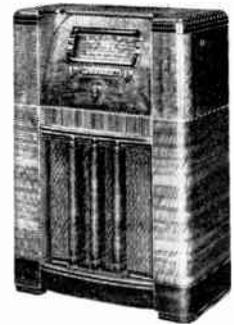


DeForest Astor  
DeForest Palliser



DeForest Grand  
DeForest Drigo

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DeForest Park Lane



DeForest Waldorf



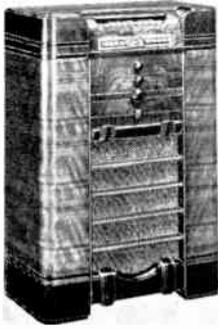
Rogers 14/107 closed



Rogers 14/86



Rogers 14/56



Rogers 14/106



Rogers 14/55  
Rogers 14/51



Rogers 14/76



Rogers 14/96

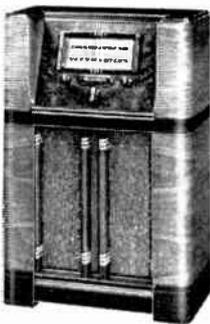


Rogers 14/107 open

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Rogers 14/54  
Rogers 14/52



Rogers 14/66



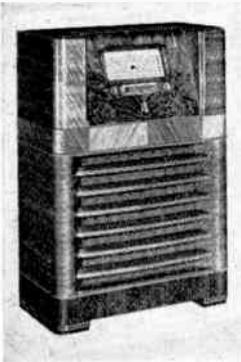
Rogers 14/54



Majestic 95E



Majestic 966



Majestic 876



Majestic 941  
Majestic 952



Majestic 955  
Majestic 951



Majestic 986

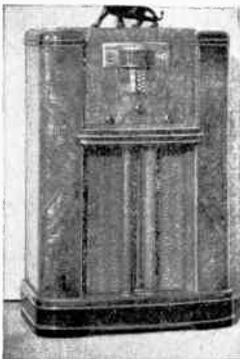


Majestic 976

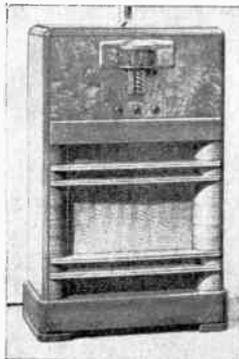
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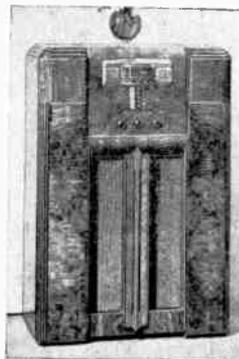
Majestic 956



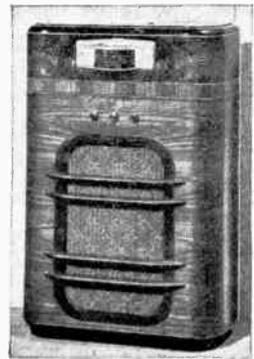
Sparton 10140S



Sparton 6340S



Sparton 8140S



Sparton 6440



Sparton 4640K  
Sparton 5910K



Pparton 6240K  
Sparton 7140K



Sparton 10240S



Sparton 6640S



Sparton 5040K  
Sparton 140RP

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Sparton 6140K  
Sparton 5140M



Sparton 5740K-L  
Sparton 5840



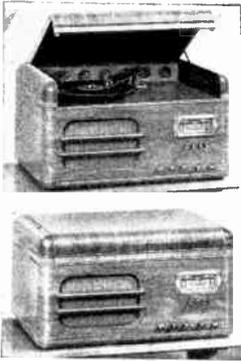
Sparton car radio  
Sparton 4740K



Sparton 5740S



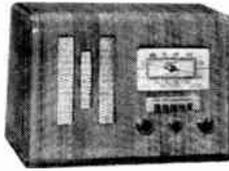
Sparton 7140S



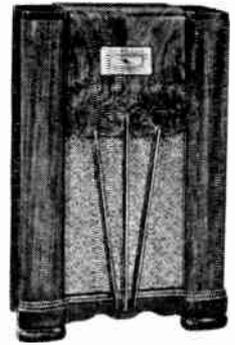
Sparton 6540K open  
Sparton 6540K closed



Marconi AC 158



Marconi DC 156



Marconi 148



Marconi AC-DC 153

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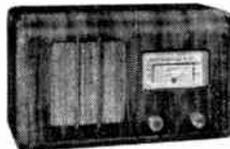
Marconi AC-DC 154



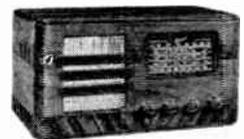
Marconi AC 157



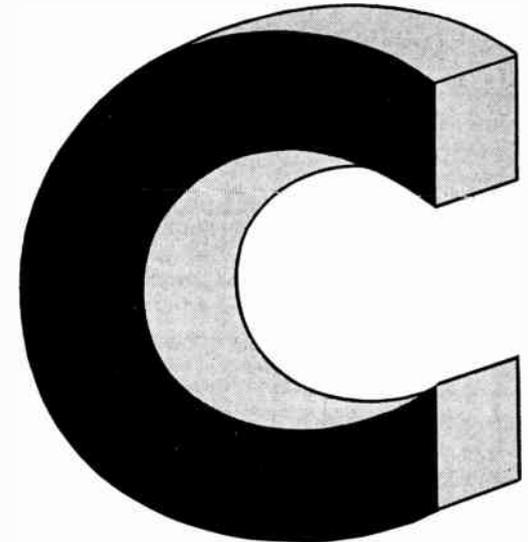
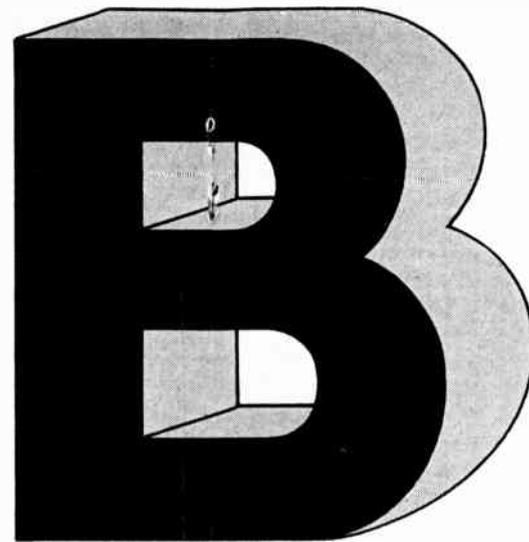
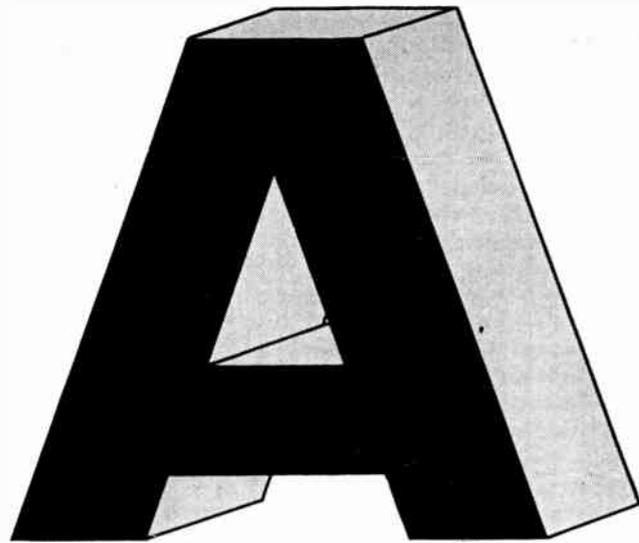
Marconi 151



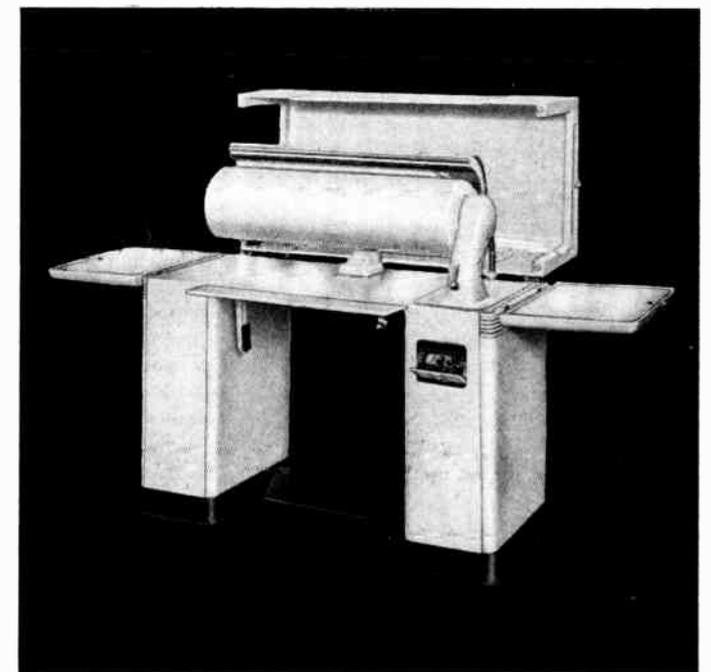
Marconi 146



Marconi 149



# WASHERS AND IRONERS



**Established All-time Sales Record, say Dealers from Coast-to-Coast, now Preparing for Good Business this Fall!**

**A B C WASHERS have—**

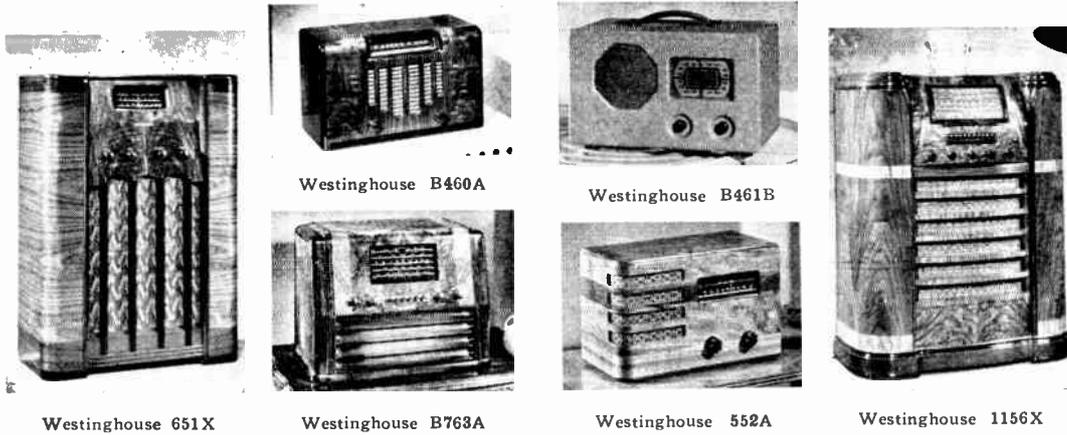
- Six-wing tangent vane "Cleansilator"
- Crown-top square washing compartment
- Streamlined wringer
- Exclusive six-way touch release
- Fully enclosed gear case mechanism
- Patented finger-tip control
- Automatic time control and motor switch and other outstanding selling features.

**Northern**  **Electric**  
 COMPANY LIMITED  
**A NATIONAL ELECTRICAL SERVICE**

SAINT JOHN, N.B. QUEBEC SHERBROOKE TORONTO LONDON KIRKLAND LAKE PORT ARTHUR REGINA EDMONTON VANCOUVER  
 HALIFAX MONTREAL OTTAWA VAL D'OR HAMILTON WINDSOR SUDBURY WINNIPEG CALGARY VERNON VICTORIA

**A B C IRONERS have—**

- Oscillating Roll Action
- Thermostatic Heat Control
- Emergency Release Lever
- Ironing Action Selector Lever
- Convenience Lap Shelf and End Shelf
- Extra Large Roll and Ironing Shoe
- Rubber Mounted Self Oiling Motor and other outstanding selling features.



Westinghouse 651X

Westinghouse B460A

Westinghouse B461B

Westinghouse 1156X

Westinghouse B763A

Westinghouse 552A

### Radio Trade-Builder's

## PICTORIAL PARADE of NEW MODELS



Westinghouse 552B



Westinghouse B562A



Westinghouse B651A



Westinghouse 650A



Westinghouse 754A

## R.M.A. Engineering Committee Holds Meeting

The engineering committee of Radio Manufacturers' Association held its regular monthly meeting in Toronto on Wednesday, July 19th. This was the first meeting since the organization meeting a month previous under the new by-laws of the association whereby an engineering committee with a chairman elected from its own members replaces a director of engineering. It was found that the engineering activities of the association were encroaching on the time of a director of engineering to the detriment of his regular occupation. It is expected that the committee arrangement

will tend to a better distribution of work. Ralph Hackbusch, Stromberg-Carlson Telephone Manufacturing Company, formerly director of engineering, remains an active member of the committee. Incidentally, at the last meeting of the board of directors of the association, a presentation, including a cigarette case appropriately inscribed, was made to Mr. Hackbusch as a token of appreciation for his services as director of engineering over a period of about seven years. Reference to this is made elsewhere. At the meeting on July 19th, Allan B. Oxley, of RCA Victor Company, chair-

(Continued on page 53)



Marconi 150

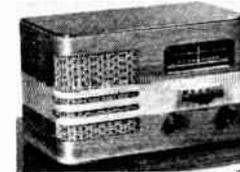
Marconi 147

Westinghouse 650X

Westinghouse B764X

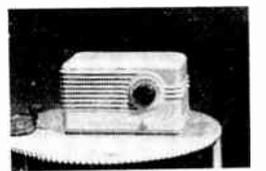


Westinghouse 955A



Westinghouse 558A

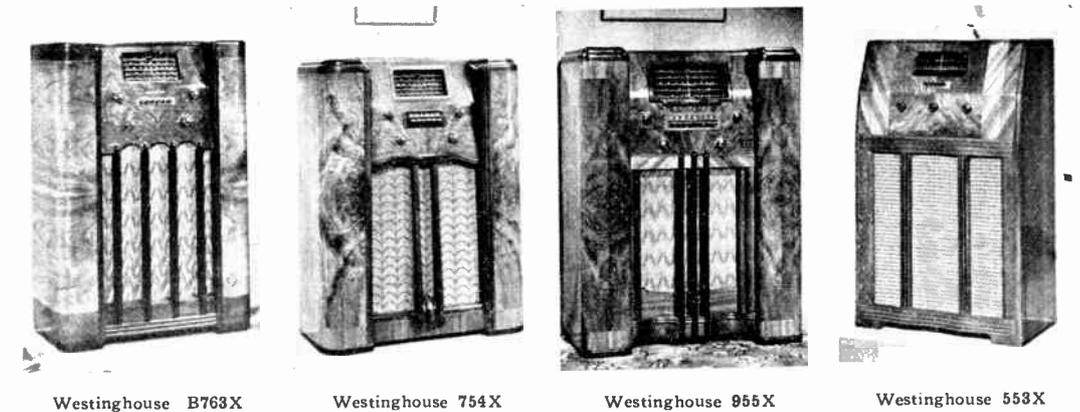
Radio Trade-Builder's  
PICTORIAL PARADE  
of NEW MODELS  
for  
1939-40



Westinghouse 955A



Westinghouse 551A



Westinghouse B763X

Westinghouse 754X

Westinghouse 955X

Westinghouse 553X

(Continued on page 52)

(Continued from page 31)

ment, staff and public. The Forsts think they have a swell bunch of men working for them and they believe in treating them like human beings. Most of the staff, including the servicemen, are paid salary and commission "to ensure their definite interest in the company and its future." They earn enough to live comfortably and can afford some of the pleasures of life. This in turn pays dividends in the friendly spirit common between the sales and service men and the public.

"We have been fortunate in our choice of men," says Alex. Forst. "When we started expanding, good salesmen of sound character and ability were placed in charge of the branch stores. Healthy rivalry is promoted between branches and salesmen by regular competitions for prizes donated by the firm. Any cause for friction between departments is cleared up before it becomes serious. Once a year the entire staff gets together with their wives and children as guests of the company at a picnic."

Business quadrupled in five years! Eleven percent increase last year! Yes,

they've got something, these Forsts of Vancouver.



Showing two of the Forst branch stores. Top—the West Broadway branch at Vancouver. Lower—Forst's North Vancouver branch on Lonsdale Ave.

## R.M.A. Engineers

(Continued from page 52)

man of the committee, presided. K. N. Smith, executive secretary of the association acted as secretary. Those attending included: F. H. R. Pounsett, Stewart-Warner-Alemite Corporation; F. S. MacKay, Canadian Westinghouse Company; A. C. Pipe and D. Hepburn, Rogers-Majestic Corporation; B. Graham, Sparton of Canada Limited; R. A. Hackbusch and M. Johnson, Stromberg-Carlson Tel. Mfg. Co.; K. M. Clipsham, Canada Wire and Cable Company; F. A. Barrow, Canadian Marconi Company; F. A. Shaver, Canadian Engineering Standards Association; C. Lowman, Hydro-Electric Power Commission of Ontario Approvals Laboratory.

The meeting was mainly devoted to a discussion in detail of specification I-A, part II, Canadian Electrical Code, covering transformer type or inductively coupled power radio receivers. A draft of a revision of this specification prepared by F. A. Shaver, of the C.E.S.A. committee concerned, was before the meeting and Mr. Shaver was present in person to discuss it. C. Lowman, of the Hydro-Electric Power Commission of Ontario Approvals Laboratory also attended to assist in the discussion.

Specification I-B, covering so-called AC-DC or conductively coupled power receivers, recently completed by the RMA engineers and others interested, revealed the necessity of a revision of specification I-A and the discussion at the meeting fully confirmed this situation.

## A.C. COMBINATION SHORT AND STANDARD WAVE RECEIVERS (Continued)

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycles	No. of Bands	Tone Control	A.V.C.	Pilot Light Volt.	Automatic Tuning?	Retail Price (with tubes)	
<b>Trade Name—GENERAL ELECTRIC</b>												
H53	Table	9 x 15 $\frac{3}{4}$ x 7 $\frac{3}{8}$	5	6SA7; 6SK7; 6SQ7; 6F6G; 5Y4G	540-1720 5600-20000	2	2 Point	Yes	6.3	Yes	East \$39.95	West \$39.95
H66	Console	38 $\frac{1}{4}$ x 24 $\frac{3}{4}$ x 12 $\frac{1}{8}$	6	6SA7; 6SK7; 6SQ7; 6F6G; 5Y4G; 6U5	540-1720 5600-20000	2	2 Point	Yes	6.3	Yes	....	....
H77	Console	36 x 32 $\frac{3}{4}$ x 12 $\frac{1}{4}$	7	6SK7; 6SA7; 6SK7; 6SQ7; 6F6G; 5Y4G; 6U5	540-1720 49-31-25-19 meters	5	3 Point	Yes	6.3	Yes	....	....
H70	Table	11 $\frac{3}{4}$ x 22 $\frac{3}{8}$ x 9 $\frac{3}{4}$	7	6SK7; 6SA7; 6SK7; 6SQ7; 6F6G; 5Y4G; 6U5	540-1720 49-31-25-19 meters	5	3 Point	Yes	6.3	Yes	....	....
H76	Console	38 $\frac{1}{4}$ x 28 x 12 $\frac{7}{8}$	7	6SK7; 6SA7; 6SK7; 6SQ7; 6F6G; 5Y4G; 6U5	540-1720 49-31-25-19 meters	5	3 Point	Yes	6.3	Yes	....	....
H61	Table	12 $\frac{1}{4}$ x 21 $\frac{11}{16}$ x 9 $\frac{5}{8}$	6	6SA7; 6SK7; 6SQ7; 6F6G; 5Y4G; 6U5	540-1720 5600-18500	2	3 Point	Yes	6.3	Yes	....	....
H86	Console	41 $\frac{1}{8}$ x 30 x 16 $\frac{1}{4}$	8	6SK7; 6SA7; 6B8; 6SC7; 6F6; 6F6; 5Y4G; 6U5	540-1720 49-31-25-19 meters	5	3 Point	Yes	6.3	Yes	....	....
H116	Console	40 x 32 $\frac{1}{4}$ x 14	11	.....	540-1720 49-31-25-19 meters	5	3 Point	Yes	6.3	Yes	....	....

OTHER FEATURES: Spread band operation. Larger and improved I.F. transformers. Single ended metal tubes. Utility AC plug; plug lamp. clock or record player into radio independently or floor plug or other connections. Simplified touch tuning. Projection welded speakers with improved cone design. Special edge-lighted glass dials. Provision made for television attachment. H116 features Beam A Scope. Built-in aerial reduces interference and eliminates outside antenna.

## Trade Name—MAJESTIC

954	Mantel	9 $\frac{3}{4}$ x 13 $\frac{3}{4}$ x 8 $\frac{1}{8}$	5	6J8M; 6K7M; 75M; 41M; 80	535-1750 kc. 5.9-18.2 mc.	2	Yes	Yes	6-8	Yes	East \$49.95	West \$52.95
956	Console	37 x 23 x 12	5	6J8M; 6K7M; 75M; 41M; 80	535-1750 kc. 5.9-18.2 mc.	2	Yes	Yes	6-8	Yes	69.95	79.95

966	Console	37½ x 25 x 11¾	6	6J8M; 6K7M; 75M; 41M; 6X6; 80	535-1750 kc. 5.8-18.1 mc.	2	Yes	Yes	6-8	Yes	89.95	99.95
976*	Console	37½ x 24 x 13½	7	2-6K7M; 6J8M; 75M; 41M; 2-2X3	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	99.95	114.95
986*	Console	38 x 25 x 13¼	8	2-6K7M; 6J8M; 6X6; 75M; 41M; 2-2X3	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	119.95	129.95
996*	Console	38 x 26 x 13¼	9	2-6K7M; 6J8M; 6P5G; 6J5M; 2-41M; 6X6; 80	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	139.95	139.95
9107*	Console	38½ x 28 x 14	10	6J8M; 2-6K7M; 6P5G; 6J5M; 2-41; 6X6; 2-2X3	535-1750 kc. 5.92-18.29 mc.	6	Yes	Yes	6-8	Yes	159.95	159.95

OTHER FEATURES: \*Equipped with phonograph and television jack. Automatic sets use new improved automatic system which is fast, accurate and trouble-free. Most models have moulded marbled escutcheons around the dials. Spread band models, each band is stretched out 7½", allows ease and accuracy in short wave tuning. Cabinets have new beauty design of warp and crack-proof construction.

#### Trade Name—MARCONI

											East	West
156	Mantel	10½ x 15¾ x 7¾	5	6K6G; 5Y4G; 6K8; 6K7G; 6Q7G	See below	2	No	Yes	6.3	Yes	\$39.95	\$39.95
157	Mantel	12 x 22½ x 10½	6	6K8; 6K7; 6Q7; 6U5; 6F6G; 5Y4G	See below	5	Yes	Yes	6.3	Yes	...	...
158	Console	36½ x 26½ x 12	6	6K8; 6K7; 6Q7; 6U5; 6F6G; 5Y4G	See below	5	Yes	Yes	6.3	Yes	...	...
159	Mantel	12¾ x 23 x 11¼	8	6A8; 6J5; 6K7; 6Q7G; 5Y4G; 6U5; 2-6F6G	See below	3	Yes	Yes	6.3	Yes	...	...
160	Console	34¾ x 29½ x 13	8	6A8; 6J5; 6K7; 6Q7G; 5Y4G; 6U5; 2-6F6G	See below	3	Yes	Yes	6.3	Yes	...	...
161	Console	38 x 28 x 13	9	6A8; 6U5; 6K7; 6Q7; 2-6J5; 2-6F6G; 5Y4G	See below	5	Yes	Yes	6.3	Yes	...	...
162	Console	39 x 27 x 15	10	6K7; 6A8; 2-6J5; 6SK7; 6SQ7; 6U5; 2-6F6G; 5Y4G	See below	3	Yes	Yes	6.3	Yes	...	...

OTHER FEATURES: Tuning range model 156 broadcast 537-1730 KC; s/w 5.65-18.40 MC; 157 and 158 broadcast 540-1725 KC; s/w 49M 5950-6250 KC; 31M 9450-9750 KC; 25M 11650-11950 KC; 19M 15050-15410 KC. Models 159 and 160 broadcast 540-1720 KC; medium wave 2220-7030 KC; short wave 6920-22370 KC. Tuning range model 161 broadcast 540-1725 KC s/w 49M 5950-6250 KC; 31M 9450-6750 KC; 25M 11650-11950 KC; 19M 15050-15400 KC. Tuning range model 162 broadcast 540-1720 KC; medium wave 2220-7030 KC; short wave 6920-22370 KC.

## A.C. COMBINATION SHORT AND STANDARD WAVE RECEIVERS (Continued)

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycles	No. of Bands	Tone control	A. V. C.	Pilot Light Voltage	Automatic Tuning?	Retail Price (with Tubes)	
<b>Trade Name—NORTHERN ELECTRIC</b>												
740	Table	10 $\frac{3}{8}$ x 8 $\frac{1}{8}$ x 16 $\frac{3}{8}$	7	6A8; 6K7; 6J5; 6H6; 6F5; 6F6G; 5Y4G	535-1715 kc. 5.7-15.6 mc.	2	Yes	Yes	6.3	No	East \$59.50	West \$59.95
741	Console	38 $\frac{3}{4}$ x 23 $\frac{1}{8}$ x 13 $\frac{1}{8}$	7	6A8; 6K7; 6J5; 6H6; 6F5; 6F6G; 5Y4G	535-1715 kc. 5.7-15.6 mc.	2	Yes	Yes	6.3	No	82.50	84.50
642	Table	10 $\frac{3}{8}$ x 8 $\frac{1}{8}$ x 16 $\frac{3}{8}$	6	6K7; 6K8; 6H6; 6F5; 6F6G; 5Y4G	535-1715 kc. 5.7-15.6 mc.	2	Yes	No	6.3	No	49.50	49.95
742*†	Table	11 x 19 $\frac{1}{8}$ x 8 $\frac{3}{4}$	7	6SA7; 6SK7; 6H6; 6SQ7; 6F6G; 6J5; 5Y4G	535-1715 kc. 5.7-15.6 mc.	2	Yes	Yes	6.3	No	. . . .	. . . .
743*†	Console		7	6SA7; 6SK7; 6H6; 6SQ7; 6F6G; 6J5; 5Y4G	535-1715 kc. 5.7-15.6 mc.	2	Yes	Yes	6.3	No	. . . .	. . . .
745*†	Duncan Phyfe	31 x 23 x 14	7	6SA7; 6SK7; 6H6; 6SQ7; 6F6G; 6J5; 5Y4G	535-1715 kc. 5.7-15.6 mc.	2	Yes	Yes	6.3	No	. . . .	. . . .
841 <sup>5</sup>	Console	34 $\frac{1}{2}$ x 31 x 12	8	6SA7; 6SK7; 6H6; 6SQ7; 6F6G; 6J5; 5Y4G; 6U5	535-1715 kc. 5.7-15.6 mc.	2	Yes	<sup>2</sup> Yes	6.3	No	. . . .	. . . .
1041 <sup>4 6 7 8</sup>	Console	36 x 35 x 14 $\frac{3}{8}$	10	6SA7; 2-6J5; 6SQ7; 2-6SK7; 2-6F6G; 6U5; 5Y4G	<sup>1</sup> 535-1715 kc. <sup>2</sup> 1700-5.6 mc. 5.7-15.6 mc.	3	<sup>1</sup> Yes	<sup>2</sup> Yes	6.3	No	. . . .	. . . .

OTHER FEATURES: †Edge lighted glass dial etched in ivory, red and green. \*New type automatic push-button tuning assures high degree of stability and sensitivity. <sup>1</sup>"Stepped" fidelity including "expansion" for high fidelity. <sup>2</sup>Iron core push button assembly assures high stability and sensitivity on automatic tuning. Robust push button switch definitely trouble-free. <sup>3</sup>New "Tenite" escutcheons, rectangular, recessed and sloped provide excellent visibility of dial and great ease in manual tuning. <sup>4</sup>Tone chamber "Mirrophonic" reproduction. <sup>5</sup>Master Mirrophonic reproduction with large diameter speaker. 10 buttons, six stations with band switching by buttons. <sup>7</sup>Two I.F. stages on Model 1041 assure high degree of selectivity. <sup>8</sup>Flywheel tuning on Model 1041.

**Trade Name—PHILCO**

										East	West	
116RX	Console	37 x 34 $\frac{5}{8}$ x 14 $\frac{3}{4}$	14	6A8EG; 6K7EG; 6Q7G; 37; 80; 6J5G; 6J7EG; 6ZY4G; 30; 2A4G; 2-78E; 2-42E	540-18000	3	Yes	Yes	6.3	Yes	\$295.00	\$315.00
21XX	Console	38 x 29 $\frac{1}{2}$ x 13 $\frac{3}{4}$	10	1232E; 7J7E; 7B7E; 7C6; 80; 3-37; 2-42E	540-4000 6000-18000	3	Yes	Yes	6.3	Yes	169.50	179.50
19XF	Console	39 $\frac{1}{2}$ x 28 $\frac{5}{8}$ x 13 $\frac{3}{4}$	7	1232E; 6J8EG; 7B7E; 7C6; 84; 2-41E	540-3400 6000-18000	3	Yes	Yes	6.3	Yes	129.50	139.50
18F	Console	37 x 23 $\frac{3}{4}$ x 9 $\frac{3}{4}$	6	1232E; 6J8EG; 7B7E; 7C6; 84; 41E	540-3400 6000-18000	3	Yes	Yes	6.3	Yes	79.95	84.95
17T	Mantel	10 $\frac{7}{8}$ x 18 $\frac{1}{2}$ x 12 $\frac{1}{2}$	7	1232E; 6J8EG; 7B7E; 7C6; 84; 2-41E	540-3400 6000-18000	3	Yes	Yes	6.3	Yes	79.95	82.95
16T	Mantel	10 $\frac{1}{8}$ x 14 $\frac{1}{8}$ x 8	6	1232E; 7J7E; 7B7E; 7C6; 7B5E; 7Y4	540-3400 6000-18000	3	Yes	Yes	6.3	Yes	64.95	66.95
15T	Mantel	10 $\frac{1}{8}$ x 14 $\frac{1}{8}$ x 8	6	1232E; 7J7E; 7B7E; 7C6; 7B5E; 7Y4	540-3400 6000-18000	3	Yes	Yes	6.3	No	54.95	56.95

OTHER FEATURES: Models 15-16-17-19-21 have Philco super aerial system with built-in loops.

**Trade Name—PHONOLA**

										East	West	
Ensign	Mantel	11 x 14 $\frac{1}{2}$ x 9 $\frac{1}{4}$	6	6A8G; 6K7G; 6H6; 6F5G; 6F6G; 5Y4G	535-1700 5.8-17.5 mc.	2	Yes	Yes	6.8	No	\$49.95	\$49.95
Classic	End Table European	24 x 15 x 26	6	6A8G; 6K7G; 6H6; 6F5G; 6F6G; 5Y4G	535-1700 5.8-17.5 mc.	2	Yes	Yes	6.8	No	79.50	79.50
Empire	Console	36 $\frac{1}{4}$ x 28 x 13 $\frac{3}{4}$	7	6A8G; 6K7G; 6H6; 6F5G; 6F6G; 5Y4G; 6U5	535-1700 5.8-17.5 mc.	2	Yes	Yes	6.8	Yes	79.95	79.95
Rex	Console	39 $\frac{1}{4}$ x 23 x 12	8	6K7G; 6A8G; 6K7G; 6H6; 6F5G; 6V6G; 5Y4G; 6U5	535-1700 5.8-17.5 mc.	2	Yes	Yes	6.8	Yes	99.75	99.75
Commander	European Console	36 $\frac{5}{8}$ x 30 $\frac{1}{4}$ x 13 $\frac{1}{2}$	10	6K7G; 6A8G; 6K7G; 6H6; 6F5G; 6J5G; 6F6G; 6F6G; 5Y4G; 6U5	535-1700 5.8-17.5 mc.	2	Yes	Yes	..	Yes	129.50	129.50
Imperial	European Console	36 $\frac{5}{8}$ x 30 $\frac{1}{4}$ x 13 $\frac{1}{2}$	12	6SK7; 6SA7; 6SJ7; 6K7G; 6H6; 6F5G; 6J5G; 6F6G; 6F6G; 6K7G; 6AF6G; 5Y4G	535-1650 49 m., 31 m., 25 m., 19 m.	5	Yes	Yes	..	Yes	189.50	189.50

OTHER FEATURES: Terminal connections for phonograph pick-up are provided on models: Rex, Commander and Imperial.

## A.C. COMBINATION SHORT AND STANDARD WAVE RECEIVERS (Continued)

Model Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycles	No. of Bands	Tone Control	A.V.C.	Pilot Light Volt.	Automatic Tuning?	Retail Price (with tubes)	
<b>Trade Name—ROGERS</b>												
14/54	Mantel	10 x 14 x 8	5	6J8M; 6K7M; 75M; 41M; 80	535-1750 kc. 5.9-18.2 mc.	2	Yes	Yes	6-8	Yes	East \$49.95	West \$52.95
14/56	Console	37 x 23 x 13¼	5	6J8M; 6K7M; 75M; 41M; 80	535-1750 kc. 5.9-18.2 mc.	2	Yes	Yes	6-8	Yes	69.95	79.95
14/66	Console	37½ x 25 x 11½	6	6J8M; 6K7M; 75M; 41M; 6X6; 80	535-1750 kc. 5.8-18.1 mc.	2	Yes	Yes	6-8	Yes	89.95	99.95
14/76*	Console	35½ x 27 x 13¾	7	2-6K7M; 6J8M; 75M; 41M; 2-2X3	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	99.95	114.95
14/86*	Console	37½ x 25 x 13½	8	2-6K7M; 6J8M; 6X6; 75M; 41M; 2-2X3	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	119.95	129.95
14/96*	Console	36 x 29½ x 13½	9	2-6K7M; 6J8M; 6P5G; 6J5M; 2-41M; 6X6; 80	535-1750 kc. 5.99-18.22 mc.	6	Yes	Yes	6-8	Yes	139.95	139.95
14/106*	Console	38 x 25½ x 13¾	10	6J8M; 2-6K7M; 6J5M; 2-41M; 6X6; 2-2X3	535-1750 kc. 5.92-18.29 mc.	6	Yes	Yes	6-8	Yes	179.95	179.95
14/107*	Console	37 x 29½ x 13¾	10	6J8M; 2-6K7M; 6P5G; 6J5M; 2-41; 6X6; 2-2X3	535-1750 kc. 5.92-18.29 mc.	6	Yes	Yes	6-8	Yes	159.95	159.95

**OTHER FEATURES:** \*Equipped with phonograph and television jack. Automatic sets use new improved automatic system which is fast, accurate and trouble-free. Most models have moulded marbled escutcheons around the dials. Spread band models, each band is stretched out 7½", allows ease and accuracy in short wave tunings. Cabinets have new beauty design of warp and crack-proof construction.

<b>Trade Name—SPARTON</b>												
6240K	Mantel	8¾ x 14¾ x 7	6	6A8G; 2-6K7G; 6Q7G; 6F6G; 5Y4G	540-1720 5900-18000	2	Yes	Yes	6.3	Yes	East \$49.95	West \$... .
6440S	Console	38 x 25 x 12½	6	6SA7; 2-6K7G; 6Q7G; 6F6G; 5Y4G	540-1720 5900-18000	2	Yes	Yes	6.3	No	69.95	... .
7140K	Mantel	12½ x 21 x 9¾	7	6SA7; 2-6K7G; 6Q7G; 6F6G; 6E5; 5Y4G	540-1720 2000-6300 6000-18000	3	Yes	Yes	6.3	Yes	69.95	... .

6340S	Console	39 x 25 x 12¾	6	6SA7; 2-6K7G; 6Q7G; 6F6G; 5Y4G	540-1720 2000-6300	3	Yes	Yes	6.3	Yes	89.50	...
7140S	Console	39½ x 26 x 13	7	6SA7; 2-6K7G; 6Q7G; 6F6G; 6E5; 5Y4G	6000-18000 540-1720 2000-6300	3	Yes	Yes	6.3	Yes	99.50	...
8140S	Console	40½ x 27½ x 13	8	6SA7; 2-6K7G; 6Q7G; 6J5G; 6F6G; 5Y4G; 6E5	6000-18000 540-1720 2000-6300	3	Yes	Yes	6.3	Yes	125.00	...
10140S	Console	41 x 27½ x 13¼	10	6SA7; 2-6K7G; 2-6J5G; 6K5G; 2-6F6G; 5Y4G; 6E5	6000-18000 540-1720 2000-6300 6000-18000	3	Yes	Yes	6.3	Yes	155.00	...

OTHER FEATURES: All models except 6240K have Sparton "Swing Tune" dial; Vico-glo visual tuning eye on 7140K, 7140S, 8140S, 10140S; phonograph jacks on 7140K, 7140S, 8140S, 10140S; extra octave tone chamber and push-pull output on 10140S; self aerials on 7140S, 8140S, 10140S.

#### Trade Name—STEWART-WARNER

											East	West
4575	Console	39 x 27½ x 13	8	6SA7; 6K7; 6K7G; 6Q7G; 6J5G; 2-6F6G; 5Y4G	530-1750 11600-12050 9350-9750	3	Yes	Yes	6.2	Yes	\$129.50	\$134.50
4545	Console	39 x 23½ x 12	6	6SA7; 6K7; 6K7G; 6Q7G; 6F6G; 5Y4G	530-1750 11600-12050 9350-9750	3	Yes	Yes	6.2	Yes	94.95	99.95
4525	Console	37½ x 24 x 12	5	6SA7; 6K7G; 6Q7G; 6F6G; 5Y4G	535-1720	2	Yes	Yes	6.2	Yes	69.95	74.95
4521	Plastic Mantel	12¾ x 12¾ x 8	5	6SA7; 6K7G; 6Q7G; 6F6G; 5Y4G	535-1720	2	Yes	Yes	6.2	Yes	47.95	49.95
4541	Mantel	11½ x 22 x 9¾	6	6SA7; 6K7; 6K7G; 6Q7G; 6F6G; 5Y4G	530-1750 11600-12050 9350-9750	3	Yes	Yes	6.2	Yes	74.95	79.95

OTHER FEATURES: All models universal 25-60 cycle, 100-130 volts. All models with connection for record player and with provision for television sound channel. All models with selective tone control. Models 4575, 4545 and 4541 have 3-gang condenser with tuned R.F. stage.

#### Trade Name—STROMBERG-CARLSON

											East	West
320-T	Duncan Phyfe	29¼ x 20¾ x 13	5	6A8; 6K7; 6Q7G; 6V6G; 5Y4G	530-1700 5800-18000	2	Yes	Yes	6.3	No	\$119.50	\$...
325-J	Table	10½ x 18¾ x 8¼	5	6A8; 6K7; 6Q7G; 6V6G; 5Y4G	530-1700 5800-18000	2	Yes	Yes	6.3	Yes	84.50	...
325-N	Chippendale	31 x 19½ x 13¾	5	6A8; 6K7; 6Q7G; 6V6G; 5Y4G	530-1700 5800-18000	2	Yes	Yes	6.3	Yes	135.00	...
337-H	Table	12½ x 22 x 9½	7	6A8; 6K7; 6H6; 6F5; 6F6G; 5Y4G; 6U5	530-1700 5800-18000	3	Yes	Yes	6.3	Yes	119.50	...

## A.C. COMBINATION SHORT AND STANDARD WAVE RECEIVERS (Continued)

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycle	No. of Bands	Tone Control	A.V.C.	Pilot Light Volt.	Automatic Tuning?	Retail Price (with tubes)	
345-M	Console	42 $\frac{1}{8}$ x 25 $\frac{3}{8}$ x 12 $\frac{1}{4}$	10	2-6K8; 6K7; 6H6; 6C5; 6F5; 2-6V6G; 6U5; 5Y4G	530-1700 2250-7600	3	Yes	Yes	6.3	Yes	225.00	...
345-V	Special Corner	41 $\frac{1}{2}$ x 25 $\frac{1}{2}$ x 13 $\frac{1}{2}$	10	2-6K8; 6K7; 6H6; 6C5; 6F5; 2-6V6G; 6U5; 5Y4G	530-1700 2250-7600	3	Yes	Yes	6.3	Yes	259.00	...
346-R	End-Table	24 x 28 $\frac{1}{2}$ x 17 $\frac{1}{4}$	10	2-6K8; 6K7; 6H6; 6C5; 6F5; 2-6V6G; 6U5; 5Y4G	530-1700 2250-7600	3	Yes	Yes	6.3	Yes	215.00	...
354-H	Chippendale Table	14 x 26 x 10 $\frac{1}{2}$	10	2-6K8; 6K7; 6H6; 6C5; 6F5; 2-6V6G; 6U5; 5Y4G	530-1700 2250-7600	3	Yes	Yes	6.3	Yes	169.50	...
952-H	Chippendale Table	9 $\frac{5}{8}$ x 17 $\frac{1}{8}$ x 9 $\frac{1}{8}$	5	6F6G; 6A8G; 6SQ7; 6K7; 5Y4G	540-1700 5700-18000	2	Yes	Yes	6.3	No	62.50	...
952-T	Duncan Phyfe	29 $\frac{1}{4}$ x 23 $\frac{3}{4}$ x 14 $\frac{1}{2}$	5	6F6G; 6A8G; 6SQ7; 6K7; 5Y4G	540-1700 5700-18000	2	Yes	Yes	6.3	No	115.00	...
972-H	Modern Table	12 $\frac{1}{4}$ x 21 $\frac{1}{2}$ x 10	7	6AF6G; 6H6; 6F6G; 6A8G; 6SQ7; 6K7; 5Y4G	540-1700 5700-18000	2	Yes	Yes	6.3	Yes	92.50	...
972-L	Console	40 $\frac{3}{4}$ x 25 x 12 $\frac{1}{2}$	7	6AF6G; 6H6; 6F6G; 6A8G; 6SQ7; 6K7; 5Y4G	540-1700 5700-18000	2	Yes	Yes	6.3	Yes	99.50	...
992-H	Chippendale Table	12 $\frac{3}{4}$ x 24 $\frac{1}{2}$ x 10	9	6AF6G; 2-6V6G; 2-6SQ7; 6A8; 6H6; 6K7; 5Y4G	540-1700 1700-18000	2	Yes	Yes	6.3	Yes	117.50	...
992-L	Modern Console	42 x 26 $\frac{1}{2}$ x 12	9	6AF6G; 2-6V6G; 2-6SQ7; 6A8; 6H6; 6K7; 5Y4G	540-1700 1700-18000	2	Yes	Yes	6.3	Yes	149.50	...
992-M	Console	42 x 26 x 13	9	6AF6G; 2-6V6G; 2-6SQ7; 6A8; 6H6; 6K7; 5Y4G	540-1700 1700-18000	2	Yes	Yes	6.3	Yes	169.50	...

OTHER FEATURES: 337-H automatic frequency stabilizer. 3-gang 345/354 series have R.F. stage. 345/354 series 345-M, 345-V inclusive labyrinth 345-M Carpinchoe speaker. 952/972 edge lighted glass dial. 2-range 7 bands slide rule dials. 972 six-button tandem trimmers iron core coils and traps Bi-focal tuning and phono switch. 952/972 copper plated lacquered bases.

Bi-focal tuning; 7 stations and one phono button; three gang preselector and localizer switch; iron core trimmers; iron core coils and trap; temperature compensated drift control; shielded PB coils; wave flutter filter; dry electrolytics; full vision edge lighted glass slide rule dials; three step bass control; 992-M has Stromberg-Carlson exclusive labyrinth and new 10" Carpinchoe speaker.

**Trade Name—WESTINGHOUSE**

											East	West
651A	Mantel	9 $\frac{7}{8}$ x 15 $\frac{1}{2}$ x 7 $\frac{3}{4}$	6	6K8; 6K7; 6H6; 6K5G; 6Y6G; 5Y4G	525-1735 kc. 5700-19600	2	Yes	Yes	6.3	No	\$44.95	\$...
651X	Console	37 $\frac{1}{2}$ x 26 x 11 $\frac{3}{8}$	6	6K8; 6K7; 6H6; 6K5G; 6Y6G; 5Y4G	525-1735 kc. 5700-19600	2	Yes	Yes	6.3	No	69.95	...
650A*	Mantel	11 x 18 $\frac{1}{2}$ x 9 $\frac{1}{2}$	6	6K8; 6K7; 6H6; 6K5G; 6Y6G; 5Y4G	525-1735 kc. 5700-19600	2	Yes	Yes	6.3	Yes	59.95	...
650X*	Console	38 x 28 x 15	6	6K8; 6K7; 6H6; 6K5G; 6Y6G; 5Y4G	525-1735 kc. 5700-19600	2	Yes	Yes	6.3	Yes	84.50	...
754A	Mantel	15 $\frac{3}{8}$ x 20 x 10 $\frac{7}{8}$	7	6SA7; 6SK7; 6H6; 6SF5; 6Y6G; 6U5; 5Y4G	525-1735 kc. 49-31-25-19 meters	5	Yes	Yes	6.3	Yes	84.50	...
754X	Console	38 $\frac{1}{2}$ x 28 $\frac{3}{4}$ x 13	7	6SA7; 6SK7; 6H6; 6SF5; 6Y6G; 6U5; 5Y4G	525-1735 kc. 49-31-25-19 meters	5	Yes	Yes	6.3	Yes	109.95	...
955A	Mantel	15 $\frac{3}{8}$ x 22 x 10 $\frac{7}{8}$	9	2-6SK7; 6SA7; 6SQ7; 6SF5; 2-6F6; 6U5; 5Y4G	525-1735 kc. 49-31-25-19 meters	5	Yes	Yes	6.3	Yes	109.50	...
955X	Console	39 x 28 $\frac{1}{2}$ x 13	9	2-6SK7; 6SA7; 6SQ7; 6SF5; 2-6F6; 6U5; 5Y4G	525-1735 kc. 49-31-25-19 meters	5	Yes	Yes	6.3	Yes	144.75	...
1156X†	Console	39 $\frac{1}{8}$ x 30 x 13	11	2-6SK7; 2-6SA7; 6H6; 2SF5; 2-6F6; 6H5; 5Y4G	525-1735 kc. 5700-19600 31-25-19 meters	5	2 Tone Controls	Yes	6.3	Yes	189.95	...

OTHER FEATURES: Edge lighted glass dials; adjustable iron core antenna, oscillator and I.F. coils; automatic tone compensation. All sets 7-tubes and up have cathode ray tuning light and complete short-wave band spread scales. 3-gang condensers. Phonograph pick-up jacks with radio-phono. switch. \*In addition to automatic tuning of 5 stations, these sets have automatic push-button wave band selection and on-off control. †This set has automatic motor tuning; orthoconic sound chamber and high frequency diffuser. Complete short-wave scale tunes daytime frequency Trans-Canada Airways as well as 16-metre broadcasts.

It is regretted that one manufacturer, namely, RCA Victor, has of necessity been omitted from the specifications on these pages. Unfortunately, final details had not been decided on some models and it was believed best not to publish indefinite information. The publishers also regret that only a few photos of the General Electric line were available at press time.

## "B" BATTERY STANDARD BROADCAST RECEIVERS

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	"A" Volts	Max. "B" Volts	Tone Control?	A.V.C.?	Automatic Tuning?	Pilot Light Volts	Retail prices (with tubes but without batteries)	
											East	West
<b>Trade Name—CROSLEY</b>												
B449	Bakelite	8¼ x 11¼ x 6½	4	1A7G; 1N5G; 1H5G; 1C5G	1.4	90	..	Yes	Yes	..	\$25.95	\$26.95
B579	Bakelite	8¼ x 11½ x 8¼	5	1B7G; 1P5G; 1N5G; 1H5G; 1Q5G	1.4	90	..	Yes	Yes	..	34.95	35.95
<b>Trade Name—DEFOREST</b>												
Drigo	Mantel	8½ x 13¾ x 7¾	5	2-1P5M; 1A7G; 1H5G; 1C5G	1.5	90	No	Yes	No	No	\$39.95	\$39.95
Palliser	Mantel	8½ x 12¾ x 7¼	4	1P5M; 1H5G; 1A7G; 1C5G	1.5	90	No	Yes	No	No	29.95	29.95
OTHER FEATURES: Price includes batteries.												
<b>Trade Name—GENERAL ELECTRIC</b>												
H41B	Table	12¾ x 11¾ x 7½	4	1A7G; 1H5G; 1N5G; 1C5G	1.4	2-45	No	Yes	No	..	\$24.45	\$24.45
H6B	Table	9½ x 17¾ x 8	6	1A7G; 1H5G; 1N5G; 2-1C5G; 1G4G	1.4	2-45	Yes	Yes	No	..	37.00	37.00
<b>Trade Name—MAJESTIC</b>												
951	Mantel	8¾ x 14 x 7¾	5	2-1P5M; 1A7G; 1H5G; 1C5G	1.5	90	No	Yes	No	No	\$39.95	\$39.95
941	Mantel	8½ x 12¾ x 7¼	4	1P5M; 1H5G; 1A7G; 1C5G	1.5	90	No	Yes	No	No	29.95	29.95
OTHER FEATURES: Price with batteries.												
<b>Trade Name—PHILCO</b>												
201T	Mantel	7¾ x 12¾ x 6¾	4	1A7EG; 1N5EG; 1H5G; 1A5EG	1½	90	No	Yes	No	No	\$23.50	\$23.50
202T	Mantel	9¾ x 17 x 9¾	4	1A7EG; 1N5EG; 1H5G; 1A5EG	1½	90	No	Yes	No	No	39.95	39.95
202F	Console	36¾ x 23¾ x 9¾	4	1A7EG; 1N5EG; 1H5G; 1A5EG	1½	90	No	Yes	No	No	64.95	64.95
204T	Mantel	9¾ x 17 x 9¾	4	1A7EG; 1N5EG; 1H5G; 1A5EG	1½	90	No	Yes	Yes	No	49.95	49.95
OTHER FEATURES: Mechanical "on-off" indicator uses no current.												

<b>Trade Name—MARCONI</b>												East	West
143	Mantel	9 x 15¼ x 7¼	4	1A7G; 1N5G; 1H5G; 1C5G	1.5	90	No	Yes	No	No		\$24.45	\$24.45

<b>Trade Name—PHONOLA</b>												East	West
Princess	Mantel	7⅞ x 9¾ x 5	4	1A7G; 1P5G; 1H5G; 1C5G	1.5	90	No	Yes	No	No		\$19.95	\$19.95
Duchess	Mantel	10 x 14 x 9¼	5	1A7G; 1P5G; 1P5G; 1H5G; 1C5G	1.5	90	No	Yes	No	No		29.95	29.95
Dover	Console	38 x 22½ x 10½	5	1C7G; 1D5G; 1F7G; 1G5G; Ballast	2.0	90	Yes	Yes	No	No		59.95	59.95

<b>Trade Name—ROGERS</b>												East	West
14/51	Mantel	8¾ x 15⅝ x 7⅝	5	2-1P5M; 1A7G; 1H5G; 1C5G	1.5	90	No	Yes	No	No		\$39.95	\$39.95
14/41	Mantel	8½ x 12¾ x 7⅝	1	1P5M; 1H5G; 1A7G; 1C5G	1.5	90	No	Yes	No	No		29.95	29.95

OTHER FEATURES: Price includes batteries.

<b>Trade Name—SPARTON</b>												East	West
4640K	Mantel	7¼ x 11 x 6⅞	4	1A7G; 1N5G; 1H5G; 1C5G	1½	90	..	Yes	..	No		\$24.95	\$25.95
5940K	Mantel	8¾ x 12¼ x 6½	5	1C6G; 2-1D5GP; 1F7G; 1G5G	2	135	..	Yes	..	No		29.95	31.95
5740K (or L)	Mantel	8 x 14½ x 6¾	5	1G5G; 1F7G; 1C7G; 2-1D5GP	2	135	Yes	Yes	Yes	No		37.95	39.95
5740S	Console	37¼ x 23⅞ x 11	5	1G5G; 1F7G; 1C7G; 2-1D5GP	2	135	Yes	Yes	Yes	No		57.95	59.95

OTHER FEATURES: All models embody the Sparton "economizer" switch that reduces battery drain by ⅓ on strong stations and greatly extends battery life. All models except 4640K can be converted for operation with storage battery by simple addition of Sparton "Bluebox" which lists at \$17.50.

<b>Trade Name—STEWART-WARNER</b>												East	West
4415	Console Plastic	37½ x 24 x 12	5	2-1N5G; 1A7G; 1H5G; 1C5G	1.4	90	Yes	Yes	No	..		\$59.95	\$54.95
4411	Mantel	12¾ x 12¾ x 8	5	2-1N5G; 1A7G; 1H5G; 1C5G	1.4	90	Yes	Yes	No	..		39.95	37.25
4381	Mantel	8½ x 15 x 7½	4	1A7G; 1N5G; 1H5G; 1C5G	1.4	90	Yes	Yes	No	..		27.95	27.95
4361	Mantel Plastic	5½ x 9¾ x 5	4	1A7G; 1N5G; 1H5G; 1C5G	1.4	90	No	Yes	No	..		19.95	21.00

OTHER FEATURES: Models 4415 and 4411: 3-gang condenser with tuned R.F. stage. Models 4415, 4411 and 4381: fully variable tone control.

## "B" BATTERY STANDARD BROADCAST RECEIVERS (Continued)

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	"A" Volts	Max. "B" Volts	Tone Control?	A.V.C.?	Automatic Tuning?	Pilot Light Volts	Retail price with tubes, without batteries
<b>Trade Name—STROMBERG-CARLSON</b>											
323-H	Table	9 $\frac{5}{8}$ x 16 x 8 $\frac{1}{4}$	4	1C7G; 1D5GP; 1F7G; 1G5G	125	135	Yes	Yes	No	No	East \$59.50 West \$60.00
324-H	Table	9 $\frac{5}{8}$ x 16 x 8 $\frac{1}{4}$	3	1C5G; 1F7G; 1C7G; 2-1D5GP	125	135	Yes	Yes	No	No	69.50
324-L	Console	40 $\frac{3}{4}$ x 24 $\frac{5}{8}$ x 11 $\frac{1}{8}$	5	1C5G; 1F7G; 1C7G; 2-1D5GP	125	135	Yes	Yes	No	No	89.50

OTHER FEATURES: Efficient economical quality battery receivers.

### Trade Name—WESTINGHOUSE

B460A*	Mantel	9 $\frac{7}{8}$ x 16 $\frac{1}{2}$ x 7 $\frac{1}{4}$	4	1A7G; 1N5G; 1H5G; 1A5G	1.5	90	No	Yes	No	No	East \$29.95 West \$30.00
B461B	Portable	8 $\frac{1}{8}$ x 14 x 7 $\frac{3}{8}$	4	1A7G; 1N5G; 1H5G; 1C5G	1.5	90	No	Yes	No	No	34.45

OTHER FEATURES: \*This set has space in cabinet for complete set of portable batteries for semi-portable use.

## VIBRATOR STANDARD WAVE RECEIVERS

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Rectifier (Tube or Sync?)	"A" Volts	Tone Control?	A.V.C.?	Pilot Light Volt	Retail Price (with tubes but without batteries).
<b>Trade Name—STEWART-WARNER</b>										
4425	Console	37 $\frac{1}{2}$ x 24 x 12	5	1D5GP(2); 1C7G; 1H6G; 1F5G	Sync.	125	Yes	Yes	..	East \$67.50 West \$67.50
4421	Mantel	14 $\frac{1}{2}$ x 22 x 9 $\frac{3}{4}$	5	1D5GP(2); 1C7G; 1H6G; 1F5G	Sync.	125	Yes	Yes	..	\$54.50 \$54.50

OTHER FEATURES: Both models: 3-gang condenser with tuned R.F. stage; fully variable tone control.

## "B" BATTERY SHORT AND STANDARD WAVE RECEIVERS

Model Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Wavelength Range (KC)	No. of Bands	"A" Volts	Max. "B" Volts	Automatic Tuning?	A.V.C.	Pilot Lights Volts	Retail Price (with tubes but without batteries)	East	West
<b>Trade Name—CROSLEY</b>														
B5589M	Console	40 x 25 x 11 $\frac{7}{8}$	5	1B5G; P5G; 1N5G; 1H5G; 1Q5G	540-1700 6-18	2	1.4	90	Yes	Yes	..	\$69.95	\$79.95	
<b>Trade Name—DEFOREST</b>														
La-Salle	Mantel	9 $\frac{1}{8}$ x 13 $\frac{1}{8}$ x 8 $\frac{1}{8}$	6	2-1P5M; 1A7M; 1H5G; 2-1C5G	540-1750 kc. 5.8-18.1 mc.	2	1.5	90	Yes	Yes	No	\$59.95	\$59.95	
Piccadilly	Console	37 x 23 x 10 $\frac{1}{2}$	6	2-1P5M; 1A7M; 1H5G; 2-1C5G	540-1750 kc. 5.8-18.1 mc.	2	1.5	90	Yes	Yes	No	79.95	79.95	
Gershwin	Mantel	11 $\frac{5}{8}$ x 20 $\frac{3}{8}$ x 11 $\frac{3}{8}$	6	2-34M; 1C7M; 1F7M; 1H4G; 19	540-1750 kc. 5.5-18.2 mc.	2	2	135	No	Yes	1.2	69.95	69.95	
Kreiser	Console	38 $\frac{1}{2}$ x 24 x 11 $\frac{5}{8}$	6	2-34M; 1C7M; 1F7M; 1H4G; 19	540-1750 kc. 5.5-18.2 mc.	2	2	135	No	Yes	1.2	99.95	99.95	
OTHER FEATURES: Amico speakers; Rogers metal spray guaranteed tubes; large, easily read dials. LaSalle and Piccadilly models have the "economizer" switch on front panel which halves "B" drain when switched "on"; walnut cabinets. Price includes batteries.														
<b>Trade Name—GENERAL ELECTRIC</b>														
H66B	Console	38 $\frac{1}{4}$ x 24 $\frac{3}{4}$ x 12 $\frac{1}{2}$	6	1N5G; 1A7G; 1N5G; 1H5G; 1G4G; 1G6G	540-1720 2300-22000	3	1.4	2-45	Yes	Yes	..	\$... ..	\$... ..	
H61B	Table	12 $\frac{1}{4}$ x 21 $\frac{1}{8}$ x 9 $\frac{5}{8}$	6	1N5G; 1A7G; 1N5G; 1H5G; 1G4G; 1G6G	540-1720 2300-22000	3	1.4	2-45	Yes	Yes	..	... ..	... ..	
H76B	Console	38 $\frac{1}{2}$ x 28 x 12 $\frac{7}{8}$	7	1D5GP; 1A7G; 1E4G; 1N5G; 1H5G; 1F5G; 1J6G	540-1720 49-31-25-19 meters	5	2	3-45	Yes	Yes	..	... ..	... ..	
H71B	Table	11 $\frac{3}{4}$ x 22 $\frac{3}{8}$ x 9 $\frac{3}{4}$	7	1D5GP; 1A7G; 1E4G; 1N5G; 1H5G; 1F5G; 1J6G	540-1720 49-31-25-19 meters	5	2	3-45	Yes	Yes	..	... ..	... ..	

## "B" BATTERY SHORT AND STANDARD WAVE RECEIVERS (Continued)

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Wavelength Range (kc)	No. of Bands	"A" Volts	Max. "B" Volts	Automatic Tuning?	A.V.C.	Pilot Light Voltage	Retail Price (with tubes but without batteries)	East	West
<b>Trade Name—MAJESTIC</b>														
961	Mantel	9 $\frac{1}{2}$ x 14 x 8 $\frac{1}{16}$	6	2-1P5M; 1A7M; 1H5G; 2-1C5G	540-1750 kc. 5.8-18.1 mc.	2	1.5	90	Yes	Yes	No	\$59.95	\$59.95	
968	Console	37 x 23 x 10 $\frac{7}{8}$	6	2-1P5M; 1A7M; 1H5G; 2-1C5G	540-1750 kc. 5.8-18.1 mc.	2	1.5	90	Yes	Yes	No	79.95	79.95	
862	Mantel	11 $\frac{3}{8}$ x 20 $\frac{1}{8}$ x 11 $\frac{3}{8}$	6	2-34M; 1C7M; 1F7M; 1H4G; 19	540-1750 kc. 5.5-18.2 mc.	2	2	135	No	Yes	1.2	69.95	69.95	
867	Console	38 $\frac{1}{2}$ x 24 x 11 $\frac{5}{8}$	6	2-34M; 1C7M; 1F7M; 1H4G; 19	540-1750 kc. 5.5-18.2 mc.	2	2	135	No	Yes	1.2	99.95	99.95	

OTHER FEATURES: Amico speakers. Rogers metal spray guaranteed tubes. Large easily read dials. 961 and 968 models have the "economizer" switch on front panel which halves "B" drain when switched "on". Walnut cabinets. Price includes batteries.

<b>Trade Name—MARCONI</b>														
147	Mantel	10 x 18 x 10	5	1A7G; 1N5G; 1H5G; 2-1A5G	535-1725 9400-9700	2	1.5	90	No	Yes	No	\$39.95	\$39.95	
148	Console	37 $\frac{1}{2}$ x 23 $\frac{3}{4}$ x 11 $\frac{1}{2}$	5	1A7G; 1N5G; 1H5G; 2-1A5G	535-1725 9400-9700	2	1.5	90	No	Yes	No	59.95	59.95	
149	Mantel	11 x 21 x 11	5	1A7G; 1N5G; 1H5G; 2-1A5G	See below	5	1.5	90	No	Yes	No	59.95	59.95	
150	Console	38 $\frac{1}{4}$ x 23 $\frac{1}{2}$ x 13	5	1A7G; 1N5G; 1H5G; 2-1A5G	See below	5	1.5	90	No	Yes	No	79.95	79.95	

OTHER FEATURES: Tuning range model 149 & 150 broadcast 535-1730 KC; s/w 49M 5950-6250 KC; 31M 9450-9750 KC; 25M 11650-11950 KC; 19M 10505-15400 KC.

<b>Trade Name—PHILCO</b>														
203T	Mantel	9 $\frac{3}{4}$ x 17 x 9 $\frac{1}{8}$	5	1A7EG; 2-1N5EG; 1H5G; 1A5EG	540-1550 6000-18000	2	1 $\frac{1}{2}$	90	No	Yes	No	\$54.95	\$54.95	
203F	Console	36 $\frac{7}{8}$ x 23 $\frac{3}{4}$ x 9 $\frac{3}{4}$	5	1A7EG; 2-1N5EG; 1H5G; 1A5EG	540-1550 6000-18000	2	1 $\frac{1}{2}$	90	No	Yes	No	84.95	84.95	

OTHER FEATURES: Mechanical "on-off" indicator uses no current.

**Trade Name—PHONOLA**

													East	West
Colonial	Mantel	11 x 14½ x 9¼	6	1B7G; 1P5G; 1P5G; 1H5G; 1G4G; 1G6G	535-1700 5.8-17.5 mc.	2	1.5	90	No	Yes	No	\$49.75	\$49.75	
Marquis	European Console	36¼ x 28 x 13¼	6	1B7G; 1P5G; 1P5G; 1H5G; 1G4G; 1G6G	5: 5-1700 5.8-17.5 mc.	2	1.5	90	No	Yes	No	74.50	74.50	
Norfolk	Mantel	10½ x 19 x 10	6	1C7G; 1D5G; 1F7G; 1H4G; 1J6G; Ballast	538-1650 5.8-18 mc.	2	2.0	135	No	Yes	No	49.95	49.95	
Balmoral	Mantel	12 x 21 x 11	6	1C7G; 1D5G; 1F7G; 1H4G; 1J6G; Ballast	538-1650 5.8-18 mc.	2	2.0	135	Yes	Yes	No	79.50	79.50	
Devonshire	Console	40 x 24 x 12	6	1C7G; 1D5G; 1F7G; 1H4G; 1J6G; Ballast	538-1650 5.8-18 mc.	2	2.0	135	Yes	Yes	No	99.50	99.50	

OTHER FEATURES: Class "B" output which automatically acts as battery economizer.

**Trade Name—ROGERS**

													East	West
14/61	Mantel	9¾ x 16½ x 8¾	6	2-1P5M; 1A7M; 1H5G; 2-1C5G	540-1750 kc. 5.8-18.1 mc.	2	1.5	90	Yes	Yes	No	\$59.95	\$59.95	
14/68	Console	37 x 23 x 11¾	6	2-1P5M; 1A7M; 1H5G; 2-1C5G	540-1750 kc. 5.8-18.1 mc.	2	1.5	90	Yes	Yes	No	79.95	79.95	
13/62	Mantel	11½ x 20¾ x 11¾	6	2-34M; 1C7M; 1F7M; 1H4G; 19	540-1750 kc. 5.5-18.2 mc.	2	2	135	No	Yes	1.2	69.95	69.95	
13/67	Console	38½ x 24 x 11¾	6	2-34M; 1C7M; 1F7M; 1H4G; 19	540-1750 kc. 5.5-18.2 mc.	2	2	135	No	Yes	1.2	99.95	99.95	

OTHER FEATURES: Alnico speakers. Rogers metal spray guaranteed tubes. Large, easily read dials. 14/61 and 14/68 models have the "economizer" switch on front panel which halves "B" drain when switched "on". Walnut cabinets. Prices with batteries.

**Trade Name—SPARTON**

													East	West
5840K	Mantel	10¾ x 18½ x 8¾	5	1C7G; 2-1D5GP; 1F7G; 1G5G	540-1750 5950-20000	2	2	135	Yes	Yes	No	\$59.95	\$61.95	
6604S	Console	39 x 25 x 12½	6	1C7G; 2-1D5GP; 1H6G; 1H4G; 1J6G	540-1750 5950-20000	2	2	135	Yes	Yes	No	79.95	84.95	

OTHER FEATURES: 6640S has class B push-pull output. Either model can be converted to storage battery operation by the simple addition of Sparton "Bluebox" (\$17.50 list).

**Trade Name—STEWART-WARNER**

													East	West
4435	Console	38 x 24 x 13¼	6	3-1P5G; 1C5G 1H5G; 1B7G	530-1750 11600-12050 9350-9750	3	1.4	90	No	Yes	..	\$89.95	\$89.95	
4431	Mantel	11½ x 22 x 9¾	6	3-1P5G; 1C5G 1H5G; 1B7G	530-1750 11600-12050 9350-9750	3	1.4	90	No	Yes	..	64.95	64.95	

OTHER FEATURES: Both models: 3-gang condenser with tuned R.F. stage. Continuously variable tone control.

## “B” BATTERY SHORT AND STANDARD WAVE RECEIVERS (Continued)

Model, Name Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Wavelength Range (KC)	No. of Bands	“A” Volts	Max. “B” Volts	Automatic Tuning?	A.V.C.	Pilot Lights Volts	Retail Price (with tubes but without batteries)
<b>Trade Name—STROMBERG-CARLSON</b>												
322-C	Table	11 x 19 x 8½	5	1G7G; 1D5GP; 1H4G; 1E7G; 1F5G	540-1500 1450-3500 5900-18000	2	2	135	No	Yes	No	East \$89.95      West \$ . . . .

OTHER FEATURES: All-wave efficient quality battery receiver.

<b>Trade Name—WESTINGHOUSE</b>												
Model, Name Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Wavelength Range (KC)	No. of Bands	“A” Volts	Max. “B” Volts	Automatic Tuning?	A.V.C.	Pilot Lights Volts	Retail Price (with tubes but without batteries)
B562A	Mantel	9¾ x 15½ x 7¼	5	2-1N5G; 1A7G; 1H5G; 1C5G	525-1735 5700-19600	2	1.5	90	No	Yes	No	East \$49.50      West \$ . . . .
B763A	Mantel	15¾ x 20 x 10¾	7	2-1N5G; 1A7G; 1H5; 2-1G4; 1C5	525-1735 49-31-25-19 meters	5	1.5	90	Yes	Yes	No	74.50      . . . .
B763X	Console Deluxe	37½ x 26 x 12	7	2-1N5G; 1A7G; 1H5; 2-1G4; 1C5	525-1735 49-31-25-19 meters	5	1.5	90	Yes	Yes	No	94.50      . . . .
B764X*	Console	38½ x 23¾ x 13	7	2-1N5G; 1A7G; 1H5; 2-1G4; 1C5	525-1735 49-31-25-19 meters	5	1.5	90	Yes	Yes	No	109.95      . . . .

OTHER FEATURES: All models have one stage radio-frequency amplification; horizontal glass dials sloped for easy reading; adjustable iron core antenna, oscillator and I.F. coils; automatic tone compensation; 3-point Battery Saver Economy Switch. \*This set has separate bass and treble tone controls.

## A.C. COMBINATION RADIO AND PHONOGRAPH

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycles	No. of Bands	A.V.C.	Twin Speed Motor	Automatic Tuning?	Pilot Light Volt.	Auto Record Changer	Retail Price (with tubes)
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Trade Name—CROSLEY											East	West
J629M	Console Wood	33 $\frac{3}{8}$ x 33 $\frac{1}{4}$ x 14	6	6A8GT; 6K7G; 6Q7G; 6P5G; 6ACJG; 5Y4G	540-1700	1	Yes	No	Yes	Yes . .	\$129.95	\$139.95

Trade Name—PHILCO											East	West
701	Console	35 x 32 $\frac{3}{4}$ x 16	7	1232E; 6J8EG; 7B7E; 7C6; 84; 2-41E	540-3400 6000-18000	3	Yes	No	Yes	6.3 Yes	\$219.50	\$234.50

OTHER FEATURES: Has Philco super aerial system with built-in loop.

Trade Name—PHONOLA											East	West
Phono-Rad	Mantel	12 $\frac{3}{4}$ x 17 $\frac{1}{2}$ x 13 $\frac{5}{8}$	5	6A8G; 6K7G; 6Q7G; 6F6G; 5Y4G	535-1700	1	Yes	No	No	6.3 No	\$79.50	\$79.50
Raleigh	Cabinet	34 x 33 $\frac{1}{4}$ x 17	6	6A8; 6K7; 6Q7; 6F6G; 80; 6E5	535-1740 5.8-18 mc.	2	Yes	No	No	6.3 No	\$169.50	\$169.50

Trade Name—SPARTON											East	West
6540K	Mantel	11 $\frac{1}{2}$ x 21 $\frac{1}{8}$ x 13 $\frac{3}{4}$	6	6A8G; 2-6K7G; 6Q7G; 6F6G; 5Y4G	540-1720 5900-18000	2	Yes	No	Yes	6.3 No	\$89.50	... ..
10240S	Console	41 $\frac{3}{4}$ x 29 $\frac{1}{2}$ x 19 $\frac{1}{8}$	10	6SA7; 2-6K7G; 2-6J5G; 6K5G; 2-6F6G; 5Y4G; 6E5	540-1720 2000-6300 6000-18000	3	Yes	No	Yes	6.3 Yes	\$239.00	... ..

OTHER FEATURES: 6540K has self-starting motor; high quality crystal pick-up; heavy duty speaker and enclosed back. Plays 12 in. records. 10240S has visual tuning indicator; swing tune dial; push-pull output with extra octave tone chamber; self aerial; self starting motor and high quality pick-up. Also available in rosewood and mahogany.

Trade Name—STEWART-WARNER											East	West
4565—60c	Console	34 $\frac{1}{2}$ x 36 $\frac{1}{2}$ x 19	8	6SA7; 6K7; 6K7G; 6Q7G; 6J5G; 5Y4G; 2-6F6G	540-1725 11600-12050 9350-9750	3	Yes	No	Yes	6.2 Yes	\$199.50	\$199.50
4555—60c	Console	36 x 32 $\frac{1}{2}$ x 14 $\frac{1}{4}$	8	6SA7; 6K7; 6K7G; 6Q7G; 6J5G; 5Y4G; 2-6F6G	540-1725 11600-12050 9350-9750	3	Yes	No	Yes	6.2 No	\$159.50	\$164.50
4511—60c	Mantel	10 $\frac{1}{4}$ x 15 x 11 $\frac{1}{2}$	5	6A8G; 6K7G; 6Q7G; 5Y4G; 6K6G	535-1720	1	Yes	No	No	6.2 No	\$64.95	\$69.95

OTHER FEATURES: All models: radio is universal 25-60 cycle, 100-130 volts. Selective tone control. Both consoles: Television audio adapter to provide television sound channel for use with television accessory. Three-gang condenser with tuned R.F. stage.

## A.C. COMBINATION RADIO AND PHONOGRAPH (Continued)

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Range in Kilocycle	No. of Bands	A.V.C.	Twin Speed Motor	Automatic Tuning?	Pilot Light Volt.	Auto Record Changer	Retail Price (with tubes)	
<b>Trade Name—STROMBERG-CARLSON</b>													
952-PT	Table	12 $\frac{7}{8}$ x 15 $\frac{5}{8}$ x 14 $\frac{5}{8}$	5	6F6G; 6A8G; 6SQ7; 6K7;	540-1700 5700-18000	6/2	Yes	No	No	6.3	No	East \$99.50	West .....
952-PF	Chippendale Console	31 $\frac{1}{4}$ x 18 $\frac{1}{4}$ x 14 $\frac{5}{8}$	5	5Y4G 6F6G; 6A8G; 6SQ7; 6K7;	540-1700 5700-18000	6/2	Yes	No	No	6.3	No	\$129.50	.....
972-PL	Modern Console	34 x 34 $\frac{1}{4}$ x 16 $\frac{1}{2}$	7	5Y4G 6AF6G; 6H6; 6F6G; 6A8G; 6SQ7; 6K7; 5Y4G	540-1700 5700-18000	6/2	Yes	No	Yes	6.3	Yes	\$215.00	.....

OTHER FEATURES: Edge lighted glass slide rule dial; iron core coils; shielded power transformers; dry electrolytics; copper plated lacquered bases; self starting phono motors with automatic stop; 952 authentic cabinet design from an old Chippendale commode desk 1775; 972PL automatic record changer handles ten or twelve-inch records.

## VIBRATOR SHORT AND STANDARD WAVE RECEIVERS

Model, Name or Number	Type of Cabinet	Dimensions H—W—D	No. of Tubes	Tubes Required	Wavelength Range (KC)	Rectifier (Tube or Sync?)	No. of Bands	"A" Volts	Tone Control?	AVC?	Pilot Light Volts	Retail Price (with tubes but without batteries).	
<b>Trade Name—GENERAL ELECTRIC</b>													
H61VB	Same as H61,											East	West
H66VB	but has built-in vibrator and requires only 6-volt storage battery for operation.												
H76VB	Same as H66, but has built-in vibrator and requires only 6-volt storage battery for operation.												
H71VB	Same as H76, but has built-in vibrator and requires only 6-volt storage battery for operation.												

**Trade Name—WESTINGHOUSE**

Model Name or Number	Dimensions H—W—D	No. of Tubes	Tubes Required	Batteries Required Connection for	Permanent Antenna?	Tone Control?	AVC?	East	West			
B541A Mantel	11¼ x 18¼ x 9½	5	1-1C7G; 1-1D5G; 1-1F7G; 1-1H4G; 1-1J6G	525-1735 kc 5.7-19.5 mc.	Sync.	2	6.0	Yes	Yes	6.3	\$59.50	... ..
B541X Console	38¾ x 23¾ x 11½	5	1-1C7G; 1-1D5G; 1-1F7G; 1-1H4G; 1-1J6G	525-1735 kc 5.7-19.5 mc.	Sync.	2	6.0	Yes	Yes	6.3	\$79.50	... ..

OTHER FEATURES: Both these sets adaptable to 2-volt and 90-volt dry battery operation by removing power-pack cable.

**PORTABLE BATTERY RECEIVERS**

Model Name or Number	Dimensions H—W—D	No. of Tubes	Tubes Required	Batteries Required Connection for	Permanent Antenna?	Tone Control?	AVC?	East	West
<b>Trade Name—DEFOREST</b>									
Plaza	7½ x 13¾ x 8¼	4	1A7G; 1H5G; 1N5G; 1C5G	2-1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$39.95	\$39.95
Mayfair	7¾ x 14 x 8	4	1A7GT; 1N5GT; 1H5GT; 1Q4GT	1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$44.95	\$44.95
Vendome	9 x 9 x 6½	4	1A7GT; 1N5GT; 1H5GT; 1Q5GT	1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$34.95	\$34.95
Palace	9 x 9 x 6½	4	1A7GT; 1N5GT; 1H5GT; 1Q5GT	1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$39.95	\$39.95

SPECIAL Features: Mayfair model has police band and short wave band. Palace model has protective door. All models have handsome waterproof airplane luggage covering with strong leather handle.

**Trade Name—GENERAL ELECTRIC**

Model Name or Number	Dimensions H—W—D	No. of Tubes	Tubes Required	Batteries Required Connection for	Permanent Antenna?	Tone Control?	AVC?	East	West
H1BP	7¾ x 15 x 8¼	4	1A7G; 1H5G; 1N5G; 1C5G	1.4v. "A" 2-45v. "B"	Yes	No	Yes	\$33.90	\$33.90
H11BP	9 7/16 x 12 1/16 x 6 5/8	4	1A7G; 1H5G; 1N5G; 1C5G	1.4v. "A" 2-45v. "B"	Yes	No	Yes	\$23.90	\$23.90

SPECIAL FEATURES: Light weight, compact, easily carried; moisture-proof coils; weatherproof cabinet; economical operation; improved magnetite core I.F. transformers. Prices shown are less batteries.

## PORTABLE BATTERY RECEIVERS (Continued)

Model, Name or Number	Dimensions H—W—D	No. of Tubes	Tubes Required	Connection for Batteries Required	Permanent Antenna?	Tone Control	A.V.C.	Retail price	
<b>Trade Name—MAJESTIC</b>									
940	7 $\frac{3}{8}$ x 13 $\frac{7}{8}$ x 8 $\frac{1}{4}$	4	1A7G; 1H5G; 1N5G; 1C5G	2-1 $\frac{1}{2}$ "A" 2-45v. "B"	Yes	Yes	Yes	East \$39.95	West \$39.95
944	7 $\frac{3}{4}$ x 11 x 8	4	1A7GT; 1H5GT; 1N5GT; 1Q4GT	1 $\frac{1}{2}$ v. "A" 2-45v. "B"	Yes	Yes	Yes	\$44.95	\$44.95
943	9 x 9 x 6 $\frac{1}{2}$	4	1A7GT; 1N5GT; 1H5GT; 1Q5GT	1 $\frac{1}{2}$ v. "A" 2-45v. "B"	Yes	Yes	Yes	\$34.95	\$34.95
942	9 x 9 x 6 $\frac{1}{2}$	4	1A7GT; 1N5GT; 1H5GT; 1Q5GT	1 $\frac{1}{2}$ v. "A" 2-45v. "B"	Yes	Yes	Yes	\$39.95	\$39.95
SPECIAL FEATURES: 944 model has short wave. 942 model has protective door on the front. All models have handsome waterproof airplane luggage covering with strong leather handle.									
<b>Trade Name—MARCONI</b>									
Model 151	10 $\frac{1}{4}$ x 12 $\frac{1}{4}$ x 8 $\frac{1}{2}$	4	1A7G; 1N5G; 1H5G; 1C5G	2-45v. "B" 1 No. 6 or 1.5 "A" pack.	Yes	No	Yes	East \$34.15	West \$34.15
<b>Trade Name—NORTHERN ELECTRIC</b>									
442	10 x 7 x 12 $\frac{1}{2}$	4	1A7G; 1N5G; 1H5G; 1C5G	1 (or 2) No. 6 Dry Cells. 2-45v. "B"	Yes	No	Yes	East \$39.50	West \$39.95
SPECIAL FEATURES: Exceptionally low battery drain. Full vision, easily read dial. Built-in loop antenna. Recessed knobs. Price includes batteries.									
<b>Trade Name—PHONOLA</b>									
Porto-Rad	8 x 14 x 8 $\frac{1}{2}$	5	1A7G; 1N5G; 1N5G; 1H5G; 1C5G	1-1.5v. "A" 2-45v. "B"s	Yes	No	Yes	East \$34.50	West \$35.75
SPECIAL FEATURES: Extreme sensitivity. Powerful 6" speaker. Price shown is less batteries.									

**Trade Name—PHILCO**

								East	West
401T	6½ x 10½ x 5½	4	1A7EG; 1N5EG; 1H5G; 1A5EG	Burgess—441 Eveready—X259 General—41A-4F1.	Yes	No	Yes	\$26.70	\$26.70
372T	7½ x 13½ x 7¼	4	1A7EG; 1N5EG; 1H5G; 1C5EG	2 Portable 'B' Bat. 1 Portable 'A' Bat.	Yes	No	Yes	\$33.90	\$33.90
402T	7½ x 13½ x 7¼	5	1LA6E; 2-1LN5E; 1LH4	Burgess—660 Eveready X260 General 60A-4L.	Yes	No	Yes	\$53.90	\$53.90

SPECIAL FEATURES: Model 402T has short wave 6 to 18 M.C.

**Trade Name—ROGERS**

								East	West
14/40	7½ x 13¾ x 8¼	4	1A7G; 1H5G; 1N5G; 1C5G	2-1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$39.95	\$39.95
14/44	7¾ x 14 x 8	4	1A7GT; 1H5GT; 1N5GT; 1Q4GT	1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$44.95	\$44.95
14/43	9 x 9 x 6½	4	1A7GT; 1H5GT; 1H5GT; 1Q5GT	1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$34.95	\$34.95
14/42	9 x 9 x 6½	4	1A7GT; 1H5GT; 1H5GT; 1Q5GT	1½v. "A" 2-45v. "B"	Yes	Yes	Yes	\$39.95	\$39.95

SPECIAL FEATURES: 14/44 model has short wave. 14/42 model has protective door on the front. All models have handsome waterproof airplane luggage covering with strong leather handle.

**Trade Name—SPARTON**

								East	West
4740K	12¾ x 11 x 7¼	4	1A7G; 1N5G; 1H5G; 1C5G	1 A—2 B's	Yes	No	Yes	\$39.95	\$39.95

SPECIAL FEATURES: Balanced weight, control panel covered when travelling, economizer switch to reduce battery drain to 6-7 mills. Price includes batteries.

**Trade Name—STEWART-WARNER**

								East	West
4441 Knockabout	9½ x 13¾ x 8	4	1A7G; 1N5G; 1H5G; 1C5G	1-1.5 volt "A" 2-45 volt "B"	Yes	Yes	Yes	\$32.95	\$33.50

**Trade Name—WESTINGHOUSE**

								East	West
B461B	8⅞ x 13¾ x 7¾	4	1A7G; 1N5G; 1H5G; 1C5G	1-1.5 "A" 2-45 "B"	Yes	No	Yes	\$34.45	...

## AC-DC RECEIVERS

Model, Name or Number	Cabinet Material (Plastic, Wood, etc.)	Dimensions H—W—D	No. of Tubes	Tubes Required	Antenna Pick-up Wire Attached?	Tone Control	A.V.C.	Retail Price	
<b>Trade Name—CROSLEY</b>									
J599	Bakelite	6 x 9 x 4 $\frac{3}{8}$	4	1-6SK7; 1-6J7; 1-25L6GT; 1-25Z6GT	...			East	West
J519	Bakelite	6 x 9 x 4 $\frac{3}{8}$	5	1-12A8GT; 1-12SK7; 1-12SQ7; 1-50L6GT 1-35Z5GT	...			\$13.95	\$14.45
J529	Bakelite	6 x 9 x 4 $\frac{3}{8}$	5	1-12A8GT; 1-12SK7; 1-12SQ7; 1-50L6GT 1-35Z5GT	...			\$16.45	\$16.95
J619	Bakelite	8 $\frac{1}{4}$ x 11 $\frac{1}{4}$ x 6 $\frac{1}{2}$	6	1-6A8G; 1-6V7G; 1-6Q7G; 1-25L6GT; 1-25L6GT	...			\$19.95	\$20.95
J729	Bakelite	8 $\frac{1}{4}$ x 11 $\frac{1}{2}$ x 8 $\frac{1}{2}$	7	1-6A8GT; 1-6SK7GT; 2-25Z6GT; 1-25L6GT; 1-6P5GT; 1-65F5GT	...			\$25.95	\$26.95
J5539M	Console	39 x 24 x 11 $\frac{3}{4}$	5	1-6A8GT; 1-6SK7; 1-6SQ7; 1-25L6GT 1-5Y4G	...			\$37.95	\$38.95
								\$67.95	\$77.95

OTHER FEATURES: \*This is dual band same as 7739.

<b>Trade Name—GENERAL ELECTRIC</b>									
H52	Plastic	8 $\frac{5}{8}$ x 5 x 4 $\frac{1}{2}$	5	12SA7; 12SK7; 12SQ7; 35L6GT; 35ZGT	Yes	No	Yes	East	West
								\$14.95	\$14.95*
								\$15.95	\$15.95†

SPECIAL FEATURES: Equipped for phonograph reproduction. \*Walnut. †Ivory.

<b>Trade Name—MARCONI</b>									
Model 153	Plas. (wal. fin.)	6 $\frac{1}{2}$ x 9 $\frac{1}{2}$ x 5	5	35L6GT; 35Z5GT; 12A8GT; 12K7GT; 12Q7GT	Yes	No	Yes	East	West
Model 153	Plas. (ivory fin.)	6 $\frac{1}{2}$ x 9 $\frac{1}{2}$ x 5	5	35L6GT; 35Z5GT; 12A8GT; 12K7GT; 12Q7GT	Yes	No	Yes	\$16.95	\$16.95
Model 154	Wood-brown leatherette	7 x 12 x 6	5	35L6GT; 35Z5GT; 12A8GT; 12K7GT; 12Q7GT	blt-in. loop aerial	No	Yes	\$17.95	\$17.95
Model 154	Wood-cream	7 x 12 x 6	5	35L6GT; 35Z5GT; 12A8GT; 12K7GT; 12Q7GT	blt-in. loop aerial	No	Yes	\$21.50	\$21.50
								\$21.50	\$21.50

(Continued on page 77)

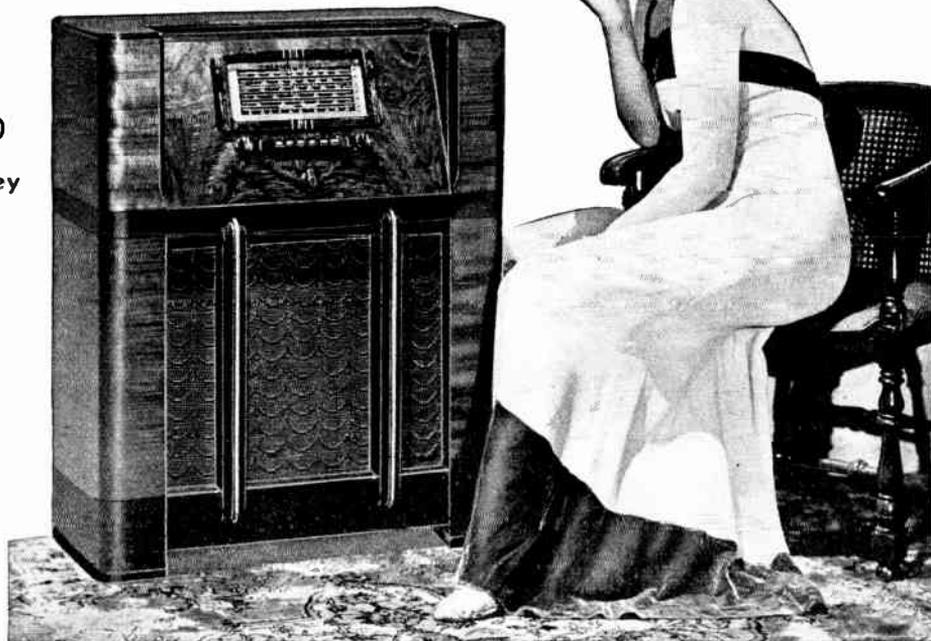
The New 1940 Models.

# ROGERS

*The World's First  
and Finest A/C Radio*

**New Type  
Buffet  
Console**

•  
\$50.00  
Less Money  
for  
BAND  
Spread  
in New  
Models!  
•



## Prices That Appeal to Radio Buyers

The new 1940 Rogers A/C radios feature:

- Revolutionary New Low-priced Band Spread tuning that makes foreign tuning child's play.
- Perfected Push-Button Tuning of Broadcast Stations.
- Beautiful New Style Cabinets.
- A period model at a popular price.
- The Lowest Prices in Rogers History.
- Also complete range of Battery Consoles and Mantels at new low prices.

Write your nearest jobber for complete details on the new Rogers "Greatest Value Series".

### Jobbers:

Canadian Radio Corporation Limited  
Toronto, Montreal and Winnipeg

Western Agencies Limited  
Vancouver, B.C.

Taylor, Pearson & Carson Limited  
Calgary, Alta.

Taylor & Pearson Ltd.  
Edmonton, Alta.

H. R. Carson Limited  
Lethbridge, Alta.

McKenzie Auto Equipment Limited  
Regina, Sask., Saskatoon, Sask., York-  
ton, Sask., and Moose Jaw, Sask.

Crowell Agencies Limited, Halifax, N.S.

Service Tire Company Limited  
Saint John, N.B.

**\$16.95**  
and up  
for Mantels

**\$34.95**  
and up  
for Portables

**\$69.95**  
and up  
for Consoles

# The New 1940

# Majestic RADIOS

At Prices That Will "Tap" A  
Greater Market Than Ever Before !

The model illustrated will prove a "knockout"  
... Band-spread (six channel) Console to  
sell at \$50.00 less than last season.

Popular Portables start as low as \*\$34.95.

Mantels start at \*\$16.95 up and an  
automatic Push Button Console at the  
new low price of \*\$69.95.

Yes Sir! Majestic offers the real  
opportunity of the year to do busi-  
ness—the lowest prices with the  
finest performance in Majestic his-  
tory.

\*Eastern Prices.

Write to the nearest jobber listed  
below!

#### MAJESTIC JOBBERS:

Commercial Equipment Ltd.  
St. John, Halifax and Sydney

Canadian Radio Corpor-  
ation Limited  
Montreal, Que.

Toronto (Northern Ont.)

Service Supplies Ltd.  
Ottawa, Ont.

Thor-Canadian Co. Ltd.  
1244 Dufferin St.,  
Toronto

Chapples Limited  
Fort William, Ont.

Canadian Automobile  
Equipment Ltd.  
Winnipeg, Man.

Sterling Millworks  
Limited

North Battleford, Sask.,  
and Saskatoon, Sask.

Blackwood Hardware  
Moose Jaw, Sask.

Northern Hardware  
Edmonton, Alta.

Electrical Wholesalers  
Limited

Calgary, Alta.

Taylor & Pearson  
Limited

Vancouver, B.C.



(Continued from page 74)

**Trade Name—NORTHERN ELECTRIC**

540		6 $\frac{3}{8}$ x 4 $\frac{1}{2}$ x 9 $\frac{1}{2}$	5	12A8GT; 12K7GT; 12SQ7; 35L6GT; 35Z5GT	Yes	No	Yes	East \$18.95 \$17.95	West \$18.95* \$17.95†
-----	--	---	---	---------------------------------------	-----	----	-----	----------------------------	------------------------------

3 Models in wood with green, red or ivory fabricoid covers.  
1 model in walnut finished wood.

SPECIAL FEATURES: Dial of four colours, with excellent full-vision lighting. \*Green, Ivory, Red. †Walnut.

**Trade Name—PHILCO**

14T	Wood	7 $\frac{3}{4}$ x 12 $\frac{3}{8}$ x 6 $\frac{3}{4}$	5	7A8E; 7B7E; 7C6; 35A5E; 35Z3	No	No	Yes	East \$34.95	West \$36.95
12T	Plastic	5 $\frac{7}{8}$ x 9 $\frac{7}{8}$ x 5 $\frac{7}{8}$	5	7A8E; 7B7E; 7C6; 35A5E; 35Z3	Loop	No	Yes	\$24.95	\$26.95
10T	Plastic	5 $\frac{3}{8}$ x 8 $\frac{1}{2}$ x 4	5	7A8E; 7B7E; 7C6; 35A5E; 35Z3	Yes	No	Yes	\$14.95	\$14.95

SPECIAL FEATURES: Model 14T has short wave; model 12T has loop aerial built into cabinet and police band. Model 10T in ivory cabinet at \$15.95.

**Trade Name—PHONOLA**

Student	Wood	8 $\frac{1}{4}$ x 10 $\frac{1}{2}$ x 5 $\frac{1}{2}$	5	12A8GT; 12K7GT; 12Q7GT; 35L6GT; 35Z5GT	No	No	Yes	East \$19.95	West \$19.95
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SPECIAL FEATURES: Newest full-toned P.M. dynamic speaker.

**Trade Name—SPARTON**

5040K	Plastic	5 $\frac{1}{8}$ x 7 $\frac{3}{4}$ x 4 $\frac{3}{4}$	5	12A8GT; 12K7GT; 12Q7GT; 35L6GT; 35Z5GT	..	No	Yes	East .....	West .....
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SPECIAL FEATURES: Also available in all-ivory cabinet.

**Trade Name—STEWART-WARNER**

4471 Air Pal	Plastic (wal.)	4 $\frac{5}{8}$ x 3 x 9 $\frac{1}{2}$	3	12SA7; 25D8GT; 70L7GT	Yes	No	Yes	East \$14.49	West \$14.95
4472 Air Pal	Plastic (ivory)	4 $\frac{5}{8}$ x 3 x 9 $\frac{1}{2}$	3	12SA7; 25D8GT; 70L7GT	Yes	No	Yes	\$14.95	\$15.95

SPECIAL FEATURES: 25-60 cycle (universal), 100-130 volts.

**Trade Name—WESTINGHOUSE**

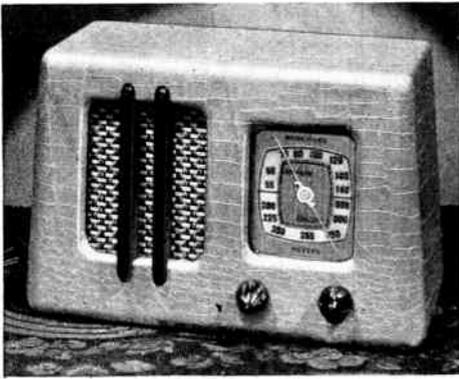
551A	Bakelite (Wal.)	4 $\frac{5}{8}$ x 8 $\frac{1}{8}$ x 4 $\frac{1}{2}$	5	1-12A8GT; 1-12K7GT; 1-12Q7GT; 1-35L6GT; 1-35Z5GT	Yes	No	Yes	East \$14.95	West .....
551B	Bakelite (Ivory)	4 $\frac{5}{8}$ x 8 $\frac{1}{8}$ x 4 $\frac{1}{2}$	5	1-12A8GT; 1-12K7GT; 1-12Q7GT; 1-35L6GT; 1-35Z5GT	Yes	No	Yes	\$15.95	.....

Radio Trade-Builder

# New Merchandise

## Northern Electric Introduces Color

Color comes to radio with the announcement of a line of four striking colored small AC-DC 5-tube radio receivers by Northern Electric. The colors are red, green, buff and walnut; the first three in a "moderne" cabinet with an appealing airplane fabric covering. The



This new model in the Northern Electric line is available in colors.

tone and volume are good and the operation simple and efficient. These new sets meet the requirements of the Hydro Commission.

## New Eveready Spotlight

Latest news of flashlights brings the announcement of a new "Eveready" automatic spotlight complete with two "Eveready" fresh, dated batteries. This automatic spotlight incorporates the principle introduced by the makers two years ago. At that time the public were



New Eveready automatic spotlight.

first provided with the pre-focused flashlight beam, which eliminated hand-focusing.

The design of the new case is particularly attractive in black with chromium trimmings. Batteries are now loaded at the head instead of through the

base of the tube as in the former model.

A new switch, streamlined in appearance, completes the model. All that one has to do is to press this switch to be assured of a sharp, clear-cut spot of light. No manual focusing is necessary.

The new "Eveready" automatic spotlight is now on display at flashlight counters from coast to coast. A special display stand which holds two lights has been designed to aid dealers in merchandising this item to their customers.

## Triplett Model 1280

The Triplett model 1280 has been designed with two factors in mind. First, to provide for high voltage readings necessary to television, industrial and laboratory applications. Second, to provide every precaution against bodily injury at high voltage.

Metal contacts and instrument parts are removed a minimum of 1 inch from

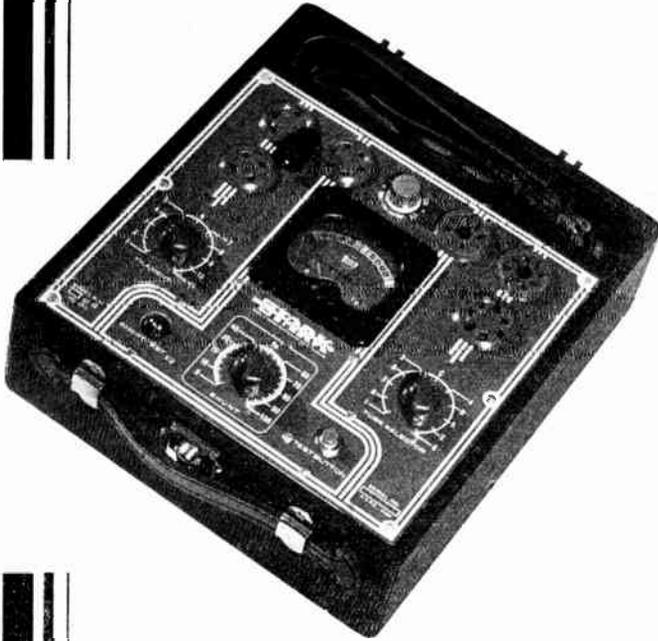


The model 1280, a new number in the Triplett line.

the sides of the case. Prods attached to the test leads are inserted through holes in the top panel to contacts in the sub-panel beneath. Test leads, 3 ft. long, are used, and are tested to 25,000 volt breakdown. Posts are provided on the panel for grounding the metal case. The 4-in. Red Dot Lifetime guaranteed indicating instrument is set below the top panel as a further precautionary measure. The

(Continued on page 80)

# HERE'S VALUE!



STARK MODEL 9-11

*DYNAMIC*  
**TUBE  
TESTER**

**\$34.95**  
NET

F.O.B. TORONTO

## Complete Tests For

ROGERS . . . . . LOCTAL . . . . . "S" TYPES . . . . . BANTAM  
MIDGET BANTAM . . . . . GASEOUS RECTIFIERS  
*(Hearing Aid Tubes)*  
1.4 VOLT... 35 VOLT... 50 VOLT... 70 VOLT Etc.

AUTOMATIC TUBE INDEX

ATTENTION RURAL SERVICEMEN!

This instrument available in battery operated model for only.....**\$29.95**

**STARK**  
INSTRUMENTS

161-A King St. West, Toronto, Ont.

**CLIP THIS NOW!**

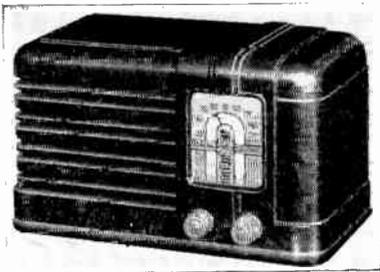
Stark Instruments,  
161A King St. W., TORONTO,  
 Send full information on your Model 9-11 Tube Tester.  
 Send full information on your Rural Meter Battery Operated Model.  
NAME .....  
ADDRESS .....  
CITY ..... PROVINCE .....

model 1280 tests AC and DC volts in steps of 2,500 and 10,000 volts; DC micro-amperes in steps of 50, 500 and 5,000. Meter sensitivity is 25,000 ohms per volt for DC, 5,000 ohms per volt for AC.

Canadian representatives for Ontario and Eastern Canada: William F. Kelly Company, 1207 Bay St., Toronto, Ont. For Manitoba and Western Canada: C. F. Down Co., 301 Travellers Bldg., Winnipeg, Man., and 564 Beatty St., Vancouver, B.C.

### General Electric "Commentator"

This new five-tube superheterodyne midget radio is especially designed for



Canadian General Electric "Commentator".

Canadian receiving conditions. Measuring approximately 8 in. by 5 in. by 4 in., the "Commentator" is available in walnut or ivory-finish bakelite and is equipped with a 4 in. dynamic speaker. Other features of the set include vernier tuning in 8 to 1 ratio, tuning range from 540 to

1720 kc., 25 ft. antenna, connections for phonograph reproduction and an illuminated glass dial scale with black letters on gold background.

### Sparton's New Dial

On many models Sparton is using a dial that is radically different from anything used previously by the industry. Instead of the flat oblong-shaped dial so common in the last two years, the Sparton dial is a large circular drum, a segment of which projects out from the cabinet in a manner somewhat reminiscent of a gun turret on a battleship, lending an entirely new note in cabinet appearance, the company states.

But the reason for the new dial lies not in new appearance—but in improved operating ease. Advantages claimed by Sparton for this new dial, which is called the "Swing Tune" dial are, first, speed in crossing the dial when tuning manually (there is no tuning knob, the thumb spinning the dial around like a roulette wheel to the desired setting). Second, the dial scales are over 50% longer than the longest previous Sparton scale, permitting much larger figures, wider band-spreading and easier tuning. Thirdly, because the dial is directly mounted on top of the vertical variable tuning condenser, no connecting cables are required, and the action of the dial is much more free and velvet-like in action when the automatic tuning buttons are used (mechanical type).

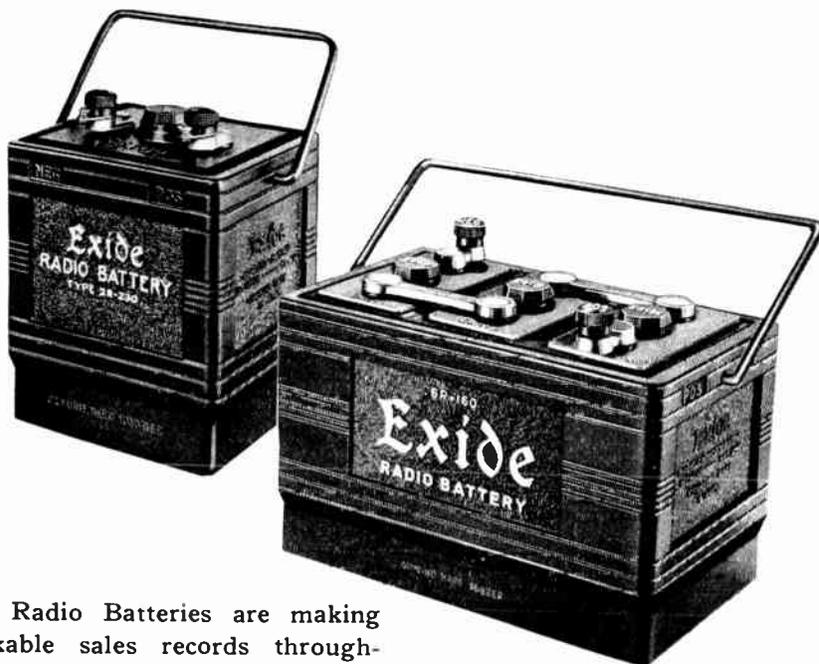
## Shown at Stromberg-Carlson Toronto Meeting



A sparkling array of new 1939-40 Stromberg-Carlson receivers shown at a dinner tendered to the Toronto dealers recently.

# EXIDE RADIO BATTERIES

*have what it takes*



Exide Radio Batteries are making remarkable sales records throughout the country, and the reason is not hard to find. *They have what it takes.* Your customers know they can *depend* on Exide radio batteries to give them long, continuous smooth flow of power. Dealers know that when they sell Exide they make not only a sale, but a satisfied customer. One who has confidence in the dealer and makes his shop the headquarters for his radio purchases.

Exide radio storage batteries are especially designed to give long life and full, smooth power. Priced competitively to the set buyer, they are sold to you at the regular radio trade

discounts. There are 2-volt and 6-volt Exides in various capacities, as well as 6-volt batteries for wind-driven chargers and gas-engine generator systems. Mail the coupon, today, for full details.

Exide Batteries of Canada Limited  
153 Dufferin Street, Toronto, Canada

## EXIDE RADIO BATTERIES

### Capacities

Type	Capacity at R.M.A. Rating 1.0 Amps	Approximate Operating Hours	Price Each Consumer
2R-105	105	210 at .5 amp. drain	\$ 4.35
2R-120	120	240 at .5 amp. drain	4.75
2R-230	230	460 at .5 amp. drain	8.15
6R-105	105	210 at .5 amp. drain	12.30
6R-160	160	320 at .5 amp. drain	17.95

# Exide

RADIO  
BATTERIES

Exide Batteries of Canada Limited  
153 Dufferin Street, Toronto, Ontario.

Please see that I get complete details on your proposition.

My business is .....% retail .....% wholesale.

NAME .....

NAME OF FIRM .....

ADDRESS .....

# News of the Industry

## Stromberg Toronto Meeting

In celebration of its forty-fifth anniversary the Stromberg-Carlson Telephone & Radio Manufacturing Co. of Canada tendered a dinner to its Toronto dealers and salesmen on June 29.

After the dinner the party adjourned to another room where the whole 1940 radio line of the company was on exhibit. N. W. Baldwin, vice-president and general manager, explained briefly the purpose of the gathering was to bring the company and the retailers into closer fellowship and to explain the many features of the programme the company was launching for increased sales.

R. A. Hackbusch, chief engineer of the Canadian company, explained features of the new models.

G. A. Scoville, president of the company, and E. A. Hanover, vice-president of the United States company, were introduced, and spoke briefly. Lloyd L. Spencer, general sales manager of the company at Rochester, N.Y., was also present.

## Vice-president of Montreal Firm

Michael Irving Rosenthal, son of J. Rosenthal, is now actively associated with his father in the operation of the Canadian Electric Supply Co. Ltd., Montreal. He was recently made vice-president following his graduation at Harvard University this spring. He took his Bachelor of Arts degree two years

ago at Bishop's College and this year finished his post graduate course at Harvard with the degree of Master of Business Administration. The Canadian Electrical Supply Company are making plans to extend their lines.

## To Change Firm Name

One of Vancouver's pioneer music and radio houses, and more recently a major outlet for electrical appliances, is to change its title. M. A. Kelly & Co. Ltd., 659 Granville St., have filed application for the change of the name of the business to the Howard Music Co. Ltd.

## Stewart-Warner New Models at Convention

Stewart-Warner distributors and their salesmen were guests of the radio division of the Stewart-Warner-Alemite Corporation of Canada Limited, at a most enthusiastic convention held recently at the Bay of Quinte Golf and Country Club, Belleville, Ontario.

A wide array of sparkling new Stewart-Warner models for '39-'40 was announced by E. M. Bassingthwaight, Stewart-Warner radio sales manager. These new Stewart-Warner models are unquestionably the finest radios ever produced by Stewart-Warner and strike a distinctive new note in beauty, performance and stellar value.

Many of the new Stewart-Warner radios, in both A.C. and battery models

(Continued on page 84)



Showing a group of the happy Stewart-Warner dealers and executives at the Bay of Quinte Golf and Country Club, Belleville.

# WHAT A SALES PUNCH DEFOREST 1940 FEATURES GIVE YOU:

- Every Console has AUTOMATIC TUNING and SHORT-WAVE.
- A Band-Spread Console under \$100.00.
- An AUTOMATIC SHORT-WAVE Console for only \$69.95.
- Two Consoles in the new Buffet-type design at popular prices.
- Four fast-selling portable models, including one with door and one with short-wave.
- Five Mantels under \$30.00.  
Two of them with AUTOMATIC TUNING.  
One with built-in loop, and handle.



New  
"BUFFET  
TYPE"  
Cabinet.

Here is a money-making opportunity for wide-awake dealers. Be first in your community to show your customers the new DeForest line of radio masterpieces.

Start 1940 profits NOW! Write to the factory or to the nearest DeForest jobber listed below:

Marshall-Wells Alberta Co., Ltd.,  
EDMONTON, ALTA.

Marshall-Wells B. C. Limited  
VANCOUVER, B. C.

Marshall-Wells Co., Limited  
PORT ARTHUR - WINNIPEG  
REGINA - SASKATOON  
CALGARY

Manning Equipment Limited  
HALIFAX, N. S.

C. Robitaille, Enr.,  
QUEBEC, P. Q.

**DE FOREST CROSLY LIMITED • TORONTO • MONTREAL**

are housed in smart plastic cabinets that radiate modernity.

In fact, the Stewart-Warner line for 1939 presents models in every type for every purse, from the de-luxe radio-phonograph to the streamlined Stewart-Warner "Air Pal"—smaller than a cradle phone.

E. W. Reynolds, president of the E. W. Reynolds Advertising Agency, outlined the development of the advertising theme for 1939 and stressed the importance of a propaganda of optimism.

Complete details of the extensive and powerful 1939 advertising campaign were presented by George L. Dixon, advertising manager for Stewart-Warner-Alemite Corporation of Canada Limited. Mr. Dixon's presentation was greeted with applause by the distributors, and the advertising campaign represents the greatest effort ever put behind Stewart-Warner radios to help dealers really "go to town".

Among those present were: Major O. R. Crowell, Maritime Radio Distributors Ltd., Halifax; E. L. Kirk, Franke, Levasseur & Co. Ltd., Montreal; E. G. Rowson, The Big "A" Co. Ltd., Belleville; L. H. Williamson and H. J. Munro, The Big "A" Co. Toronto, Ltd.; W. I. Eedy, Wood, Alexander & James Limited, Hamilton; A. E. Stunden, The J. H. Ashdown Hardware Co. Ltd., Winnipeg.

#### Stromberg Parts Jobber

Stromberg-Carlson has announced that Wholesale Radio Co. Ltd., 1133-37 Bay St., has been appointed their radio parts distributor for Toronto.

A large stock of genuine Stromberg-Carlson radio parts has already been set up, and any present deficiencies are being filled as rapidly as possible. The company feels that their central location and facilities for prompt over-the-counter service, as well as their quick city-wide delivery, will be of real assistance to all dealers in this district.

#### Stromberg-Carlson Distributor

Stromberg-Carlson Telephone Mfg. Company of Canada Limited announce the appointment of Ellis & Howard Limited, Toronto, as distributors of Stromberg-Carlson line of radios in that portion of Ontario east of the counties of Grey, Dufferin, Wellington & Halton (excepting the city of Ottawa and section east of highway No. 16, Ottawa to Prescott), also the section at the head

of the Lakes, Kenora, Rainy River and Thunder Bay, and including also greater Toronto.

#### Elected Association President

P. R. Pollock, district merchandising manager, Northern Electric Co. Ltd., was elected president of the Province of Quebec Radio Trades Association at their annual luncheon meeting recently in the Queen's Hotel, Montreal.

#### New Rural Meter



Stark instruments announce a new low priced rural meter, battery operated tube tester to be known as the model 9-44. Tests are incorporated for all new tube types. Complete information can be obtained by writing Stark Instruments, 161A King St. W., Toronto, Ont.

#### Appointed British Columbia Distributors

Taylor and Pearson, B.C., Ltd., radio distributors, 135 West Pender St., Vancouver, B.C., have been appointed as British Columbia distributors by the Canadian Radio Corporation for Majestic radio sets and for Rogers radio tubes.

#### To Reside in East

W. T. Burnham, Canadian Radio Corporation official, will take up residence in Toronto. For years, "Bill" resided in Winnipeg and travelled the Western jobbers on Rogers radio, Majestic radio, De Forest radio, Norge appliances and Apex washers and Motorola car radios. Mr. Burnham is now in charge of all Canadian Radio Corporation wholesale outlets. He has just returned from a trip out west and plans shortly to leave on a trip to the Maritimes.

#### Response to Music

Psychologists at the New York World's Fair have discovered that quick-steps and marches played over the Fair's loudspeaker system during the hours when the greatest number of persons are arriving at or leaving the Fair speed up traffic.

**DEALERS, JOBBERS,  
MANUFACTURERS,  
SERVICE FIRMS**

You are invited to use our **PLACEMENT BUREAU** when you need technical assistants, servicemen or salesmen.

Write stating qualifications and experience needed; you will receive an unbiased recommendation on the nearest graduate best suited to your requirements.

This service will save you time and worry. It is free to Graduates and employers from Coast to Coast.

**PLACEMENT BUREAU**

**Radio College of Canada**  
863 Bay St., Toronto, Ont.

**Orme Ltd. Purchase John Raper Property**

Orme Limited, 175 Sparks St., Ottawa, dealers in musical instruments, electrical appliances, etc., has purchased the building and stock-in-trade of John Raper Limited, furniture dealers, 177 Sparks St.

Frank L. Orme, president of Orme Limited, said alterations would be made in the near future to combine both stores into one. Orme Limited will continue to carry on the furniture business of John Raper Limited. Purchase of the Raper Building will give Orme Limited a 60-ft. frontage.

**Forceful Montreal Window**



Here is an attractive window staged by an aggressive Montreal dealer, featuring the new, small Marconi receivers.

*Prest-O-Lite*  
**2 Volt Radio  
Battery**



**HIGHEST CAPACITY  
Cuts Recharging in Half**

The RT-219 is the highest capacity 2-volt radio "A" battery ever built by Prest-O-Lite. It cuts recharging one-half, and gives years of satisfactory service. It has 19 plates, made with Prest-O-Lite Oxide for longer life, and machine pasted to insure uniform service. Capacity 300 hours at .6 Ampere intermittent rate.

This efficient "A" battery is the most economical source of power for 2-volt radio. These 2-volt batteries are also obtainable in 11 and 13 plate sizes. You can count on it for maximum sales.

*Prest-O-Lite*  
**RADIO  
BATTERIES**

**PREST-O-LITE STORAGE BATTERY  
COMPANY LIMITED**

Montreal Toronto Winnipeg Vancouver

### Marconi Annual Picnic

Approximately one hundred and twenty-five members of the Marconi Athletic Club and their families attended the Club's Ninth Annual Picnic recently held at DesCarriers Beach, Isle Bizard. An extensive sports programme was



Presentation of prizes at the M.A.C. annual picnic by R. M. Brophy, general manager. S. M. Finlayson, deputy general manager, is seen at the right facing camera.

successfully run off in spite of occasional showers and prizes supplied by the Club were presented at the close of the programme by R. M. Brophy, Marconi Company general manager, to the winners of the various events.

### Thor Canadian Radio Distributor

Officials of the Canadian Radio Corporation announce the appointment of Thor Canadian Co. Ltd., Toronto, as Majestic distributor for Ontario. Thor Canadian will distribute Majestic radios in Ontario with the exception of two territories Northern Ontario and Ottawa Valley.

Thor Canadian Co. Ltd., announce that the new Majestic radios embrace a strong appeal from price, appearance and performance angles.

Complete sales manuals, literature, displays, newspaper mats, strong newspaper national advertising—every sales producing weapon will back Majestic dealers and assist them to sell an increasing number of Majestic radios, the company states.

### 6,000 Norge Unit Order

Nearly 6,000 Norge electric refrigerators are now being installed by the New York City Housing Authority in the enormous Red Hook and Queensbridge

projects which are now under construction by the U. S. Housing Authority in the New York City metropolitan area.

Bids were opened on May 3, 1939, the successful bidder being Warren-Norge Company, Inc., Norge New York distributor. Bids were entered by leading manufacturers of electric refrigerators, inasmuch as this is perhaps the biggest low-cost apartment programme ever undertaken with the aid of the U. S. Government.

### R. A. Hackbusch Honoured

On his retirement as director of engineering of the Radio Manufacturers' Association of Canada last month, Ralph A. Hackbusch, Fellow I.R.E., Registered Professional Engineer, chief engineer & factory manager, Stromberg-Carlson Telephone Mfg. Co. of Canada Ltd., the board of directors on behalf of the members, at the first meeting during the 1939-1940 season, presented him with a beautifully engraved solid silver cigarette case and other suitable remembrances of his seven active years of service



Ralph A. Hackbusch, recently honored by R.M.A.

to the R.M.A. of Canada and the radio industry generally in connection with the technical, and commercial standardization and other engineering aspects of the radio industry as director of engineering and chairman of the engineering division.

Ralph Hackbusch will continue to act as a director of the R.M.A. of Canada as well as official technical contact with the engineering department of the U. S. R.M.A. He will continue to act as a member of the board of editors of The R.M.A. Engineer, the NEMA, EEI RMA joint co-ordination committee on radio reception and as a member of the general standards committee of the U.S. R.M.A.

Insure receiving your copy regularly by keeping your subscription up-to-date.



# 4 NEW PRODUCTS



*...Designed for better — faster work  
to pay bigger profits*

You will notice in these new examples of IRC resistance engineering the same qualities which for more than 18 years have solved important problems for hundreds of firms throughout Canada.

These new products will save you money and will help avoid loss of efficiency in many directions.

**50-WATT ALL-METAL RHEOSTAT** . . . Reduces operating temperatures to almost half those obtained with conventional units. Aluminum construction permits operation at full load down to 25% of full rotation, without exceeding the normal temperature rise (140 degrees C.) by more than 30 degrees C. 2 3/8" diameter; depth behind panel 1 3/8".

**B-31—ATTENUATOR**, Bridged "T", Ladder or Potentiometer Type . . . A 30-step, stud-type Attenuator that is especially suited for low level work. Noise level of approximately 150 D.B. is maintained in actual service.

Two clockspring connectors eliminate the conventional collector ring assemblies, IRC Insulated Resistors are used throughout. Beryllium-copper laminated contact operates over beryllium copper contact studs. 2" long, diameter 2 3/4".

**WIRE WOUND POTENTIOMETER (2 Watts)** . . . Simple, yet highly efficient and durable construction characterizes IRC Type W Wire Wound Control or Potentiometer. Its features include clockspring connector, special long-wearing alloy contactor, resistance wire welded to terminal contacts and flexibility of design for special requirements. 1 1/4" x 9/16".

**NEW SMALL CONTROLS** . . . Midget Controls with the well-known Metallized type resistance element, clockspring connector and other features heretofore found only in IRC Type CS Controls are now available as standard to meet practically any requirement for the smallest units consistent with full dependability and permanently quiet operation. Case diameter 1-9/64", depth 33/64".

CATALOGUES of any of these new IRC items now available upon request. Write for full information today.

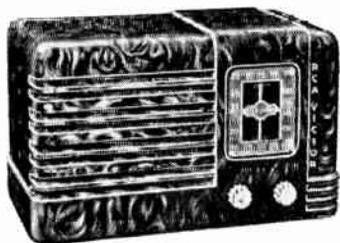
**INTERNATIONAL RESISTANCE CO. LIMITED**

187 DUCHESS ST., TORONTO

MAKERS OF RESISTANCE UNITS OF MORE TYPES, IN MORE SHAPES  
FOR MORE APPLICATIONS THAN ANY OTHER MANUFACTURER IN THE WORLD

### RCA Victor's "Little Nipper"

Newest model in the RCA Victor line is the new low priced "Little Nipper Radio" introduced during the latter part of June. Sales of the "Little Nipper" have already reached almost record proportions. Dealers everywhere are reporting unusually quick and enthusiastic public acceptance. The "Little Nipper",



RCA Victor "Little Nipper"

lowest priced electric radio ever offered by RCA Victor, meets all Canadian fire and safety regulations yet it is so small it can be held in the palm of an adult's hand. Available in either walnut or ivory colored finishes the "Little Nipper" offers powerful 5-tube superheterodyne reception; automatic volume control; new easy to use vernier tuning; electro-dynamic speaker; AC-DC operation; standard broadcast including police band and Victrola plug-in to which RCA Victrola attachment can be plugged in to play records through the "Little Nipper". Dimensions are: height 5½ in., width 8½ in., depth 4¼ in.

### Radio Helps Firefighters

Ontario's forest-fire fighters are installing 50 more radio sets this year to link all sections of Northern Ontario more closely for fire protection purposes. The sets, all of the five-metre short-wave variety, are being placed in airplanes, fire towers, trucks and boats. Some are portable and may be carried to fires by pack-sack.

### Ninety Day Tube Guarantee

Canadian General Electric Co. Ltd. has announced that beginning on the 22nd of July, G-F Radiotrons for replacement in receiving sets will be sold under a 90-day guarantee effective in all cases of defective materials or workmanship.

Under the system to be inaugurated, dealers will be given an allowance of 5% from their net prices on tube orders after June 22, and will be required to replace

tubes returned to them by their customers after July 22, without further recourse to the manufacturer.

Records of previous tube sales and returns covering a number of years indicate that the 5% guarantee allowance will be ample to cover all replacements a dealer should make in the ordinary course of his business.

### National Housing Act Loans

Hon. Charles A. Dunning, Minister of Finance has announced the approval of National Housing Act loans well over the \$2,000,000 mark for the second consecutive month. Housing Act loans approved in June aggregated \$2,196,825 and those in May, \$2,426,491. The number of loans approved in June was 547, the largest number for any month to date.

### Erie Utility Cabinet

A new and useful steel utility cabinet containing two drawers, one partitioned into twelve sections, has been announced by the Erie Resistor Company, Limited, Terminal Warehouse, Toronto. These cabinets will be found invaluable for storing resistors and other radio parts or small objects in the shop, home or



A useful cabinet for the serviceman.

office. Drawers measure 11½ in. by 9 in. by 2 in.

The cabinets are supplied free with the purchase of a specified number of Erie resistors.

### Meissner Executive Visits Canada

G. V. Rockey, vice-president of the Meissner Manufacturing Company, Mount Carmel, Illinois, was a recent visitor to Canada. In company with Chas. W. Pointon, of Toronto, their Canadian sales representative, Mr. Rockey called on the radio manufacturers and was favorably impressed with the outlook for the radio business during the approaching season.

# Specify "EVEREADY" RADIO BATTERIES for the new portables

## Join the PROFITS PARADE



WITH THESE THREE BATTERIES you can equip almost all the new portables

From coast to coast, the swing's to portables, and dealers everywhere are enjoying real profits from the easy sales that these sets make for them.

And here's a profit tip for you—there'll be even more cash in your register when you specify "Eveready" radio batteries, specially designed for the new portable radio sets! These are long-life, dependable batteries that will give your customers the kind of reception they expect. By equipping each portable you sell with "Eveready" radio batteries you will build repeat sales when replacements are necessary.

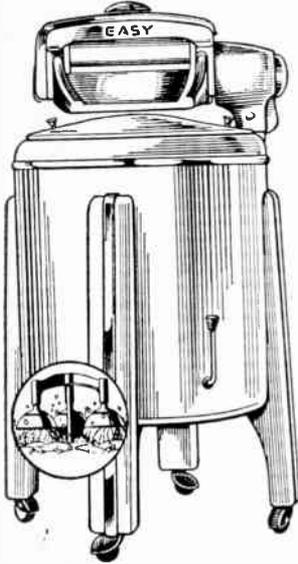
# EVEREADY RADIO BATTERIES

TRADE-MARK

Specially designed for Portable Radio Sets

CANADIAN NATIONAL CARBON COMPANY LIMITED  
Halifax Montreal TORONTO Winnipeg Vancouver

## Streamlined Beauty and Lifelong Service in this beautiful new **E A S Y** Washer



This latest marvel in washer styling will put you in the lead in washer sales. Features the exclusive triple vacuum-cup action, with new Super-safety wringer or spin-dry basket. Also Gyrator models. All backed by EASY Lifetime Guarantee. For bigger profits handle the complete EASY line, including the Easy Electric Ironer and the Easy Cylinder-type Vacuum Cleaner. Write Manning now for prices and selling plan.

### Maritime Distributors for:—

CROSLY SHELVADOR  
REFRIGERATORS  
DeFOREST CROSLY RADIOS  
FRICK AMMONIA AND LOW  
PRESSURE REFRIGERATION  
EQUIPMENT  
ELECTROHOME PORTABLE AIR  
CONDITIONERS  
RADIO AND REFRIGERATION  
REPLACEMENT PARTS  
DUO-THERM OIL BURNING  
HOUSEHOLD APPLIANCES

Justus Rangettes and Hot Plates  
Silent Glow Oil Burners  
Handyhot and Samson Electrical Appliances  
USL Radio Storage Batteries  
Gilson Furnaces and Heating Equipment  
Livingston Automatic Stokers  
Air Conditioning Systems  
Eveready Batteries  
Myers Pumps and Electric Water Systems  
Alpha Sound Systems  
Triplet, Readrite, Hickok, Supreme and  
Stark Test Equipment.  
Hunt's Tubular and Electrolytic Condensers  
Aerovox Tubular and Electrolytic Condensers

**"If MANNING backs it  
—you can"**

## MANNING EQUIPMENT LIMITED

United Serv. Building, Halifax, N.S.  
Also v. house at Saint John

## New Low Prices Open Wide New Market

Aggressive radio dealers are finding that the recent reductions in prices of radio sets are proving an incentive to many of their customers to replace their old radios with new, up-to-date ones. They report, too, that other customers are buying additional radios for their homes. For this purpose, frequently a battery set of the portable type is chosen because it can be used outdoors as well as anywhere in the house. Another interesting development is that many radio purchases have been made by those who formerly could not afford a radio. This all gives the radio picture a brighter outlook. A wider market than before is coming into being with replacements, additional sets and many new prospects to be sold.

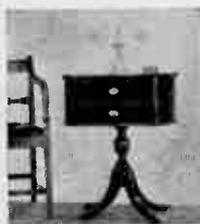
Present day portable and other new battery-operated sets owe much to the development of the 1.4-volt tube. Hand in hand with tube development, battery manufacturers have made special batteries for powering these sets. The prices of air cell and layer-built types of radio batteries have been reduced recently. This means lower equipment cost for the purchaser. In addition to the new low prices for air cell and layer-built batteries, the 1.4-volt tube draws less current and consequently there is a proportionate increase in battery life. Viewed from both initial and upkeep cost standpoints, the 1939 battery-set owner is in a happy position; he receives better entertainment at a lower cost than ever before. These as sales features make the battery-operated set an attractive proposition to sell.

The radio picture is indeed bright. The lower prices for sets, battery sets included, opens a wide, new market to sell. People with out-moded sets will desire a new one which has all the modern improvements in operation and design. Those who, at present, do not own a set become prospects now that prices have been reduced. Hence, this Fall, there is every indication that the set business will be good.

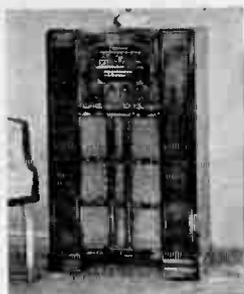
### Voice Made Visible

Visitors to the New York World's Fair actually see their own voices in the oscilloscope at the Telephone exhibit. The machine charts the sound waves of the visitor's speech.

# After all its Quality that counts!



No. 952-T

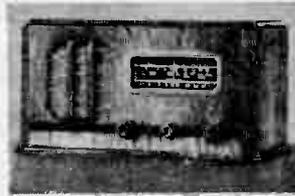


No. 952-M

And the new Stromberg-Carlson Models are the Embodiment of Quality — at Prices which will help you to make greater profits.



No. 972-H

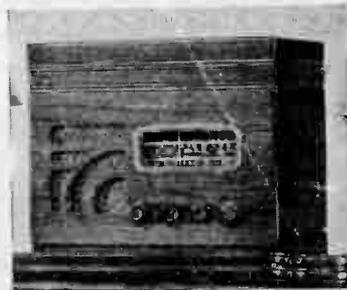


No. 952-H

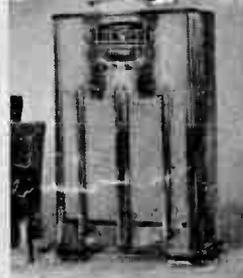


**HERE** is a line which gives you, Mr. Dealer, a range of sets to meet consumer demand. You can sell Stromberg-Carlson with satisfaction — to your customer and to yourself.

Link up with Canada's Quality Radio Line today and get on the road to larger profits.



No. 952-PT



No. 972-L



No. 951-N



No. 992-H



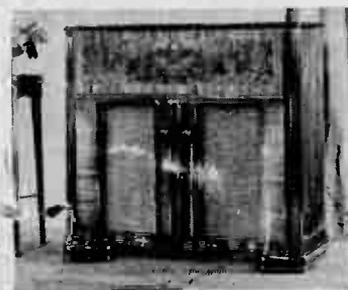
No. 952-PF

Fine radios that will sell TODAY . . . . as the sound reproducers for a FUTURE television purchase!

**STROMBERG-CARLSON  
TELEPHONE MFG. COMPANY  
OF CANADA LIMITED**

211-219 Geary Avenue Toronto 4, Ont.

Licensed under patents of Canadian Radio Patents Ltd., and Hazeltine Corporation.



No. 972-PL



No. 951-H

*There is nothing finer than a*

# Stromberg-Carlson

# THE BIGGEST ADVERTISING CAMPAIGN WILL RING THE BELL FOR

12,912,151 ADVERTISEMENTS WILL MAKE THE  
STEWART-WARNER NAME FAMOUS  
AND PUT YOU IN THE  
**PROFIT ZONE**



**STEWART-WARNER SALES ARE BOUND TO CLICK WITH THE  
FORCE OF THIS GREAT ADVERTISING CAMPAIGN BEHIND YOU!...**

- Powerful, eye-catching and sales-making advertisements that enter 5 out of every 6 homes in Canada not once, but **MANY TIMES** this year.
- Thousands of attractive consumer folders that describe and illustrate the sparkling new Stewart-Warner Radios in both A.C. and Battery Models.
- More colorful and arresting window and floor displays than ever before! Displays that will definitely help you sell more Stewart-Warner Radios this season.
- And to sum up, never before has Stewart-Warner backed you up with such a liberal and complete advertising and merchandising campaign... a tremendous force behind your drive for more profitable business.

*Did you get your copy of the Stewart-Warner Broadside and Wall-Hanger? If not, write your nearest Distributor today!*

# STEWART-WARNER