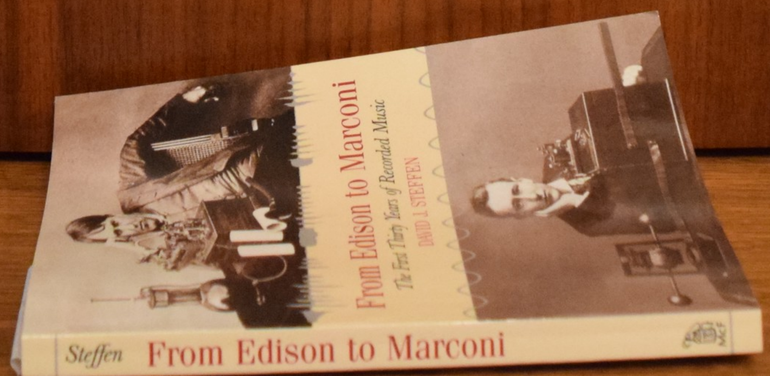
TRI-FOCAL TUNING
FIDELITY
ULTRA SHORT WAVE
SHORT WAVE-FOREIGN
AMATEUR-AIRCRAFT
STANDARD BROADCAST
LONG WAVE-WEATHER
VOLUME
18 to 60 MEGACYCLES
5.6 to 18 MEGACYCLES
1.7 to 5.6 MEGACYCLES
530 to 1700 KILOCYCLES
145 to 370 KILOCYCLES
Stromberg - Carlson

R-1

Phono-Graphics
THE VISUAL PARAPHERNALIA OF THE TALKING MACHINE
ARNOLD SCHWARTZMAN


From Edison to Marconi
The First Thirty Years of Recorded Music
DAVID L. STEFFEN
Steffen From Edison to Marconi

R-2

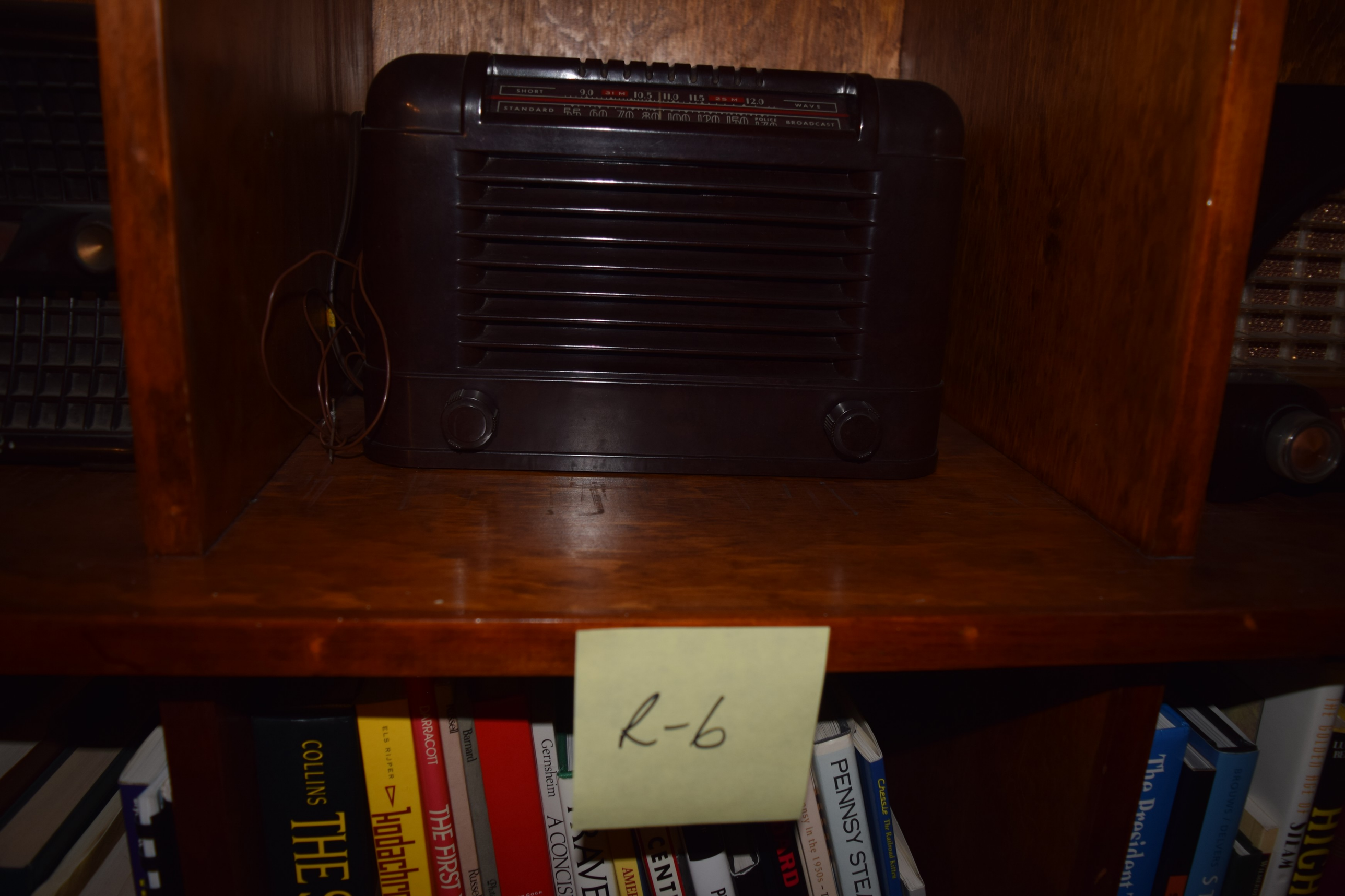
R-4

ZENITH

R-3

PHILCO
R-4

55 60 70 80 100 120 140 160
PHILCO TRANSITONE
R-5
The Presid
BROUWS / DELVER
THE GOLDEN AGE OF STEA
LUCIUS BEEBE
HIC
E-WALLIS
ORR
Meeks
GREAT AMERICAN T
Brown
Still Standin


SHORT
9.0
31 M
10.5
11.0
11.5
25 M
12.0
WAVE
STANDARD
BROADCAST
R-6
COLLINS
ELS RIJPER
Gernsheim
PENNSY STE
The Presidents

R-7
COLLINS
THE STO
Kodachrome
THE FIRST WO
DARRACOTT
TRAVEL
Bryant & Cones
George L.
KEYS

R-8
VOLUME
TUNING
AM
FM
OFF
PHONO
FM
AM

R-9

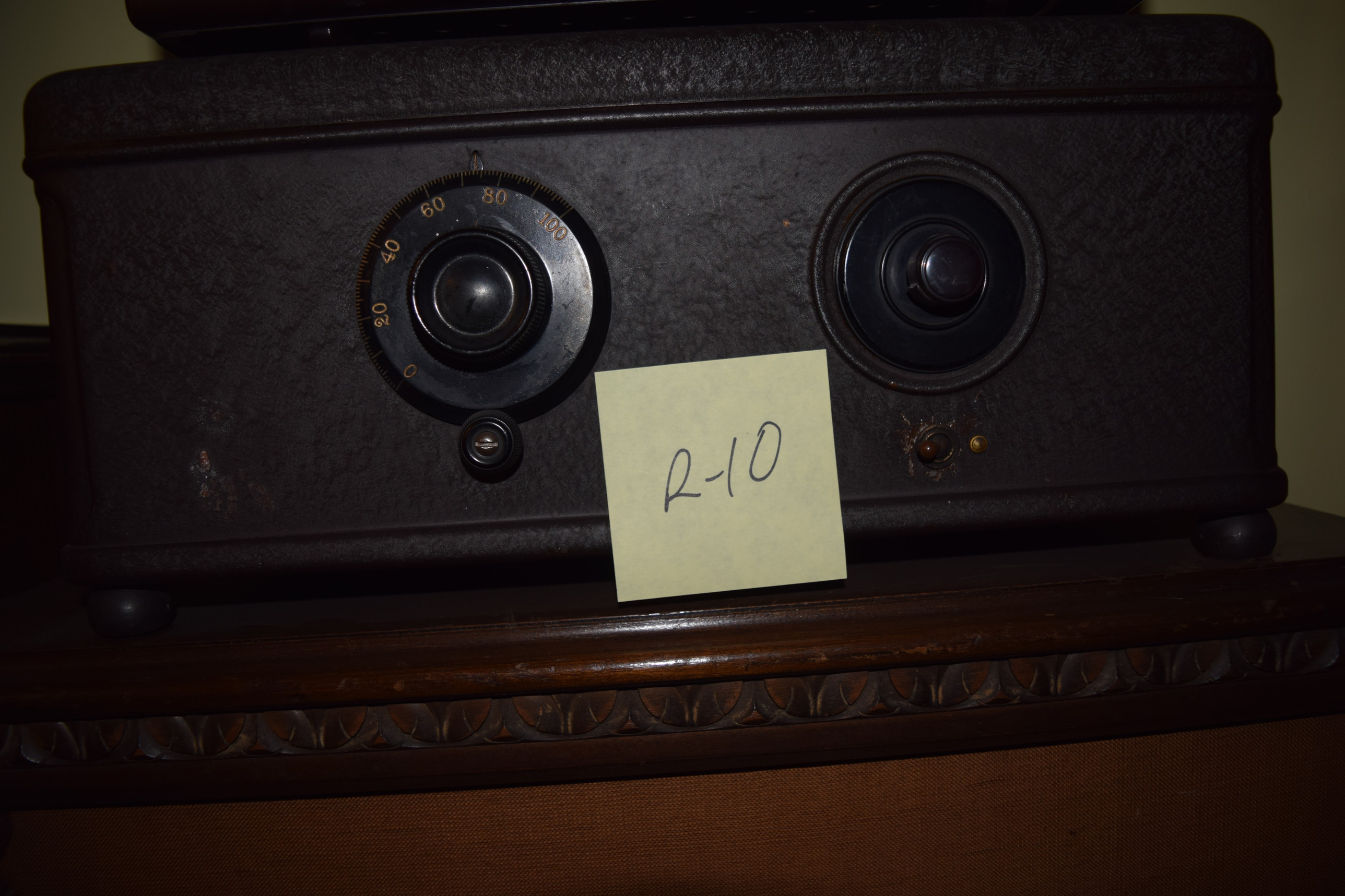
60 65 70 80 90 100 110 120 130 140 150

std 55 fm

160 std fm

108 106 104 102 100 98 96 94 92 90 88

ZENITH


0
20
40
60
80
100
R-10

R-11

Radio
R-12

R-13

PHILCO
R-14

R-15

PHILCO

R-16

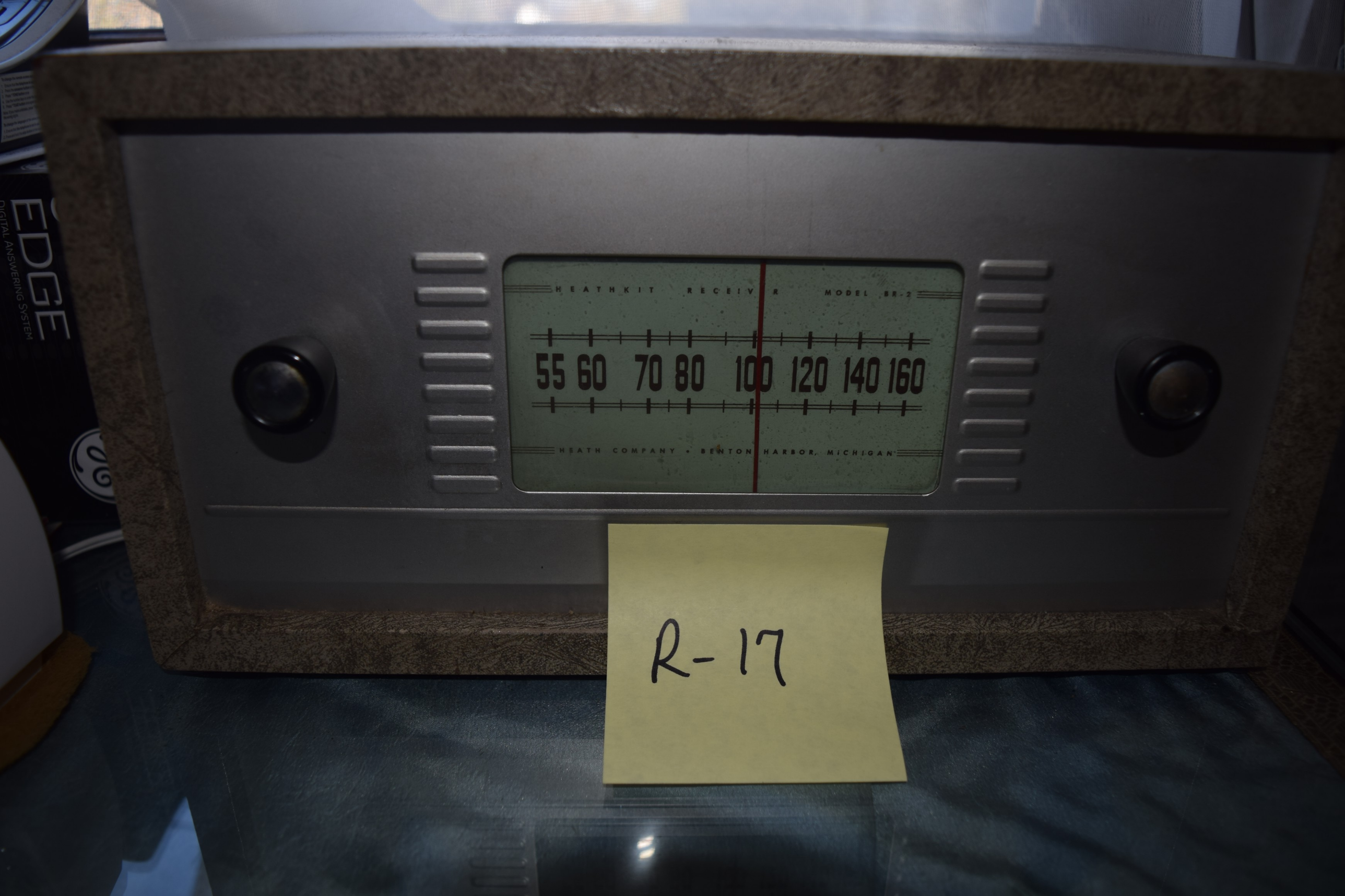
RS-1

RS-2

6 x 1.5 Liter 9 W.L.
Table Wine
Woodbridge, Ca
B.W. 4400

CANADA AT ITS

Hrbek's Home
Laughing in 5-


HEATHKIT RECEIVER MODEL SR-2
55 60 70 80 100 120 140 160
HEATH COMPANY • BENTON HARBOR, MICHIGAN
R-17

AC&DC
AMPERES
ELDREDGE
HOT WIRE METER
J.FIRTH & CO.INC.
A. C. VOLTS
R-18

R-19

R-20
KEEP 'EM MOVING
Sell your OLDEST stock first.
Chocolate is perishable.
Beware of HEAT, it spoils chocolate.
Beware of ODORS. Chocolate absorbs soap and other aromatic odors. Keep them apart.
Suchard is fine chocolate, and deserves careful treatment. Your customers will appreciate this care.
WILBUR-SUCHARD CHOCOLATE CO., INC.
8 KINDS
KRAFT CHEESE
SPREADS
NOW IN NEW
TULIP-PATTERN
GLASSES!
LATEST
DEATHS
PREVIOUS
DEATHS