



*Spring and
Summertime
1930*

1930 Sears Spring Summer Catalog, Page 1
christmas.musetechnical.com

WE PAY POSTAGE
WE PAY FREIGHT
See Page One

SEARS ROEBUCK and CO CHICAGO

YOUR CHOICE! ALL ELECTRIC

7-TUBE SCREEN GRID or 8-TUBE NEUTRODYNE

IN EITHER OF THESE ATTRACTIVE CONSOLES

**SOLD ON
EASY
PAYMENTS
30 DAYS
TRIAL**

**SILVERTONE
ALL ELECTRIC
RADIO**

**EMBODIES
ALL TESTED
AND
PERFECTED
ENGINEERING
IMPROVEMENTS**

**LICENSED
UNDER R.C.A.
PATENTS**

**ELECTRO
DYNAMIC
SPEAKER**

**PUSH-PULL
AMPLIFICATION**

HUMLESS



\$100.00 Freight
Prepaid
**CASH PRICE
COMPLETE**

**\$10.00
DOWN**

**\$10.00
A MONTH**

We believe this to be one of the most beautiful radio cabinets ever designed. Just the right size and style to fit into the scheme of a fine living room. This Silver-tone High-Boy Console, upon which Mr. Lorado Taft, world's famous sculptor, has put his seal of approval, is extremely modern in design. Cabinet of selected walnut veneer, with overlays of Carpathian elm above the arched doors. Decorated molding across the front of the cabinet just below the top. Matched burl walnut sliding doors. Equipped with an electro dynamic speaker, built to handle enormous power output with pure quality of tone. You have your choice of either of the sets listed below. The cabinet is 50 inches high, 27 1/4 inches wide and 16 1/4 inches deep.

7-Tube Screen Grid Model 56

Including Rectifier

Not just another radio, but one new in principle and in conception. Brings distance with great ease. Equipped with phonograph pickup. Comes complete with two of the newly developed 224 type screen grid tubes, two 227 type tubes, two 245 type power tubes in push-pull combination, one 250 type rectifier tube, ground and aerial equipment, and the attractive console cabinet above. Freight Prepaid.

\$74.13—Cash price, complete. **\$100.00**
\$74.13—Easy payment price, \$10.00 cash with order and \$10.00 a month until paid. **\$110.00**

8-Tube Neutrodyne Model 51

Including Rectifier

Famous for clarity and quality of tone. The world's famous circuit with the latest engineering refinements. Powerful and selective. Equipped with phonograph pickup. Housed in the beautiful cabinet above. Complete with two 227 type tubes, three 225 type tubes, two 250 type power tubes in push-pull arrangement, and one 250 type rectifier tube, aerial and ground equipment.

\$74.13—Cash price, complete. **\$100.00**
\$74.13—Easy payment price, \$10.00 cash with order and \$10.00 a month until paid. **\$110.00**

Above receivers operate from regular 110-volt, 50 to 60-cycle house current. If in 25 to 30-cycle district state as when ordering. Use Time Payment Order Blank in Back of Catalog.

\$95.00 Freight
Prepaid
**CASH PRICE
COMPLETE**

**\$10.00
DOWN**

**\$9.50
A MONTH**

Outstanding for newness of design and for fine construction is this Silver-tone Low-Boy Console. Brings a new and beautiful expression of radio artistry into the home. Charming with its genuine walnut veneer trimmed with attractive carvings. Select diamond matched oriental walnut veneer panel on both sides of cabinet. Radically new and specially designed. New and greater beauty of tone, a new mastery of distance by its keen tuning and simplicity of operation at an exceedingly low price in either of the sets listed below. Equipped with a super dynamic speaker that provides faithful reproduction over the entire musical scale. Size of cabinet, 40 inches high, 27 inches wide and 14 inches deep.

7-Tube Screen Grid Model 57

Including Rectifier

Insuring at last, the sought for perfection of screen grid operation. Comes complete with absolutely nothing else to buy. Uses two type 224 screen grid tubes, two 227 type tubes, two 245 type power tubes in push-pull combination and one 250 type rectifier tube. Aerial and ground equipment and the modern console above. Freight Prepaid.

\$74.13—Cash price, complete, only. **\$95.00**
\$74.13—Easy payment price, \$10.00 cash with order and \$9.50 per month until paid. **\$104.50**

8-Tube Neutrodyne Model 58

Including Rectifier

The Neutrodyne has long been recognized for its volume and clarity of tone. Housed in the most attractive open type console illustrated above. Complete with two 227 type tubes, three 225 type tubes, two 250 type power tubes in push-pull arrangement, and one 250 type rectifier tube, aerial and ground equipment.

\$74.13—Cash price, complete, only. **\$95.00**
\$74.13—Easy payment price, \$10.00 cash with order and \$9.50 per month until paid. **\$104.50**

Above receivers operate from regular 110-volt, 50 to 60-cycle house current. If in 25 to 30-cycle district state as when ordering. Use Time Payment Order Blank in Back of Catalog.



9-TUBE ALL ELECTRIC SILVERTONE RADIO

Supreme in Tone, Volume and Range

A massively built Low-Boy Console that is a masterpiece of cabinet designing, unsurpassed in beauty and finish. Approved by Lorado Taft, the world famous sculptor and artist. The front panels of this Low-Boy console cabinet are made of rich burl walnut veneer, with contrasting overlays of Carpathian elm. Matched oriental walnut veneer doors gracefully slide on upper and lower steel tracks. Beautiful interior with ornamental escutcheon and wood knobs, with inlaid centers. Super-dynamic speaker that gives a true reproduction at all times without the least trace of distortion. Cabinet finished in walnut throughout. Size, 40 1/2 inches high, 29 inches wide and 16 3/4 inches deep.

The radio-assembly, designed by Alexander Sennack, M. E. E., includes all the latest improvements in which the genuine Neutrodyne circuit has been developed to the very highest degree of efficiency. Sturdy in construction. Completely shielded. Uses two type 245 power tubes in push-pull arrangement. Has a phonograph pick-up jack. Manufactured under patents granted Radio Corporation of America. Operates from 110-volt, 50 to 60-cycle, alternating current. If in 25-30 cycle district, state so when ordering. Freight Prepaid.

Model 51 Silvertone Console Receiver, complete with Silvertone one-year guaranteed tubes; also aerial equipment, ready to set up and operate. Includes six type 227 tubes, two type 245 power tubes, one type 280 rectifier tube. Freight Prepaid.

\$7V4142—Cash price.....**\$124.00**
\$7V4143—Easy payment price, \$10.00 cash with order and \$13.00 per month until paid.....**\$136.50**

Use Time Payment Order Blank in Back of Catalog.

9-Tube Silvertone Table Model 52

rich marvelous tone. Clear and distinct without a trace of distortion. This 9-tube (including rectifier) all electric radio with an original type magnetic speaker is one of the most striking ones on the market. All the newer and finer improvements are incorporated. The cabinet is 27 1/2 inches wide, 31 1/2 inches high and 17 1/2 inches deep. Made of walnut with a beautiful diamond stained veneer front panel with ornamental wood escutcheons and wood knobs having inlaid olive wood centers. Receiver operates from regular 110-volt 50 to 60-cycle house current. If in 25-30 cycle district state so when ordering.

Model 52 Silvertone Receiver, without accessories or speaker. Freight Prepaid.

\$7V4136—Cash price.....**\$62.00**

\$7V4137—Easy payment price, \$10.00 cash with order and \$13.00 per month until paid.....**\$88.20**

Model 52 Silvertone Receiver, complete with all accessories, including 27V4136 speaker, six 227 type tubes, two 245 type power tubes and one 280 type rectifier tube, aerial and ground equipment. Freight Prepaid.

\$7V4138—Cash price.....**\$96.00**

\$7V4139—Easy payment price, \$10.00 cash with order and \$13.00 per month until paid.....**\$105.60**

Use Time Payment Order Blank in Back of Catalog.

Let the experience of thousands of our Silvertone owners guide you in the purchase of this modern, beautiful Hi-Boy Radio. Substantially built, with graceful and pleasing lines. Fine artistry is seen in every detail. The latest French type doors of matched oriental walnut veneer may be opened out and folded back against the panels, displaying an instrument panel of neatly matched rich burl walnut. The ornamental escutcheon and wood knobs further enhance its beauty. Side panels of Carpathian elm. The grille has a backing of very rich gold color grille cloth, behind which is mounted the super-dynamic speaker that responds faithfully to the weakest impulses and, at the same time, will stand up under tremendous power, giving true reproduction without distortion.

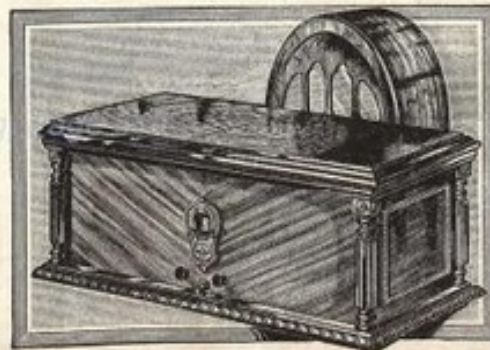
Equipped with a 9-tube (including rectifier) all electric receiver, with all the latest features of a Neutrodyne circuit. Powerful and selective. Uses two 245 type power tubes in push-pull combination. Phonograph pick-up jack. Manufactured under patents granted the Radio Corporation of America. Operates from 110-volt, 50 to 60-cycle. If in 25-30 cycle district, state so when ordering. Freight Prepaid.

Model 54 Silvertone Console Receiver, complete with Silvertone one-year guaranteed tubes, ground and aerial equipment, ready to set up and operate. Six type 227 tubes, two type 245 power tubes and one type 280 rectifier tube.

\$7V4148—Cash price. Freight Prepaid.....**\$124.00**

\$7V4149—Easy payment price, \$10.00 cash with order and \$13.00 per month until paid. Freight Prepaid.....**\$136.50**

Use Time Payment Order Blank in Back of Catalog.



BUILT LIKE A
BATTLESHIP

OVERSIZE
POWER PACK
FOR HEAVY
SERVICE

SINGLE
ILLUMINATED
DIAL FOR
EASY TUNING

EXTREMELY
SELECTIVE

SOLD ON
EASY TERMS

30 DAYS'
TRIAL

\$2.55

45-Volt
We Pay Postage

Do not judge this enormous source of electrical energy by its unsurpassed low price. Only by our large buying power are we able to offer such a value at this low price. We believe its uniform, dependable power, efficiency and longer life are supreme.



The Most Efficient Battery Cell Known to Science

PRACTICAL IN CONSTRUCTION

Dependable in Service!

Uniform, dependable power is scientifically assured by the equal distance between carbon post and the zinc container, permitting uniform chemical action between these two elements that thoroughly utilizes all active materials. Round cells are the most perfect type known to science. None of the active materials remains unused.

Battery efficiency also depends upon the quality of the electrical producing materials used. Quality is always the most important factor than quantity. Only the highest quality materials available are accepted in the making of Silver-tone batteries. They are the best that the science of battery development has produced.

Long service life is assured by the use of only selected refined zinc, uniform in thickness and free from flaws.

SILVERTONE "B" BATTERY

Round Cell Type Has Stood the Test of Time

The round unit cell, of which our Silver-tones are made, through the test of time has proved its superiority over other types of batteries. For years scientists have labored to produce the most perfect so-called dry chemical cell, yet the round cell is still looked upon as the most dependable and serviceable for everyday hard use. That flashlights and signal devices alone use millions of round cell batteries of one type or another almost exclusively prove the superiority of "B" batteries made up entirely of cells of this character. Longer life—much less frequent renewals—greater economy—greater capacity—greater convenience, are the things science has proved in the round cell battery. Hundreds of thousands of Silver-tone users can testify to the long life and superior performance of Silver-tone "B" batteries. Their great power will add a new and sparkling life to your set that will bring to you more real radio enjoyment than you have ever encountered. 45-volt, tapped 22½-volt. Size, 8½x4½x7½ in.

57V8117—Heavy Duty, Postpaid..... **\$2.55**

SUPER "B" BATTERY



\$3.15
Postpaid **For Longer Life—And Greater Power**

For those who want a bigger, longer life "B" battery, this Silver-tone "Super" will prove a source of great satisfaction. It surpasses in performance many other super batteries, regardless of type, that sell for considerably more. Like the same high grade materials and scientific construction as our "Silver-tone" heavy duty (illustrated above) but, in addition, is larger and greater in capacity. Has more electrical producing material to furnish greater power and increase the length of its useful life. Size, 8½x4½x7½ in., 45-volt, tapped 22½-volt. We Pay the Postage.

57V8118 Postpaid..... **\$3.15**

Power Amplifier

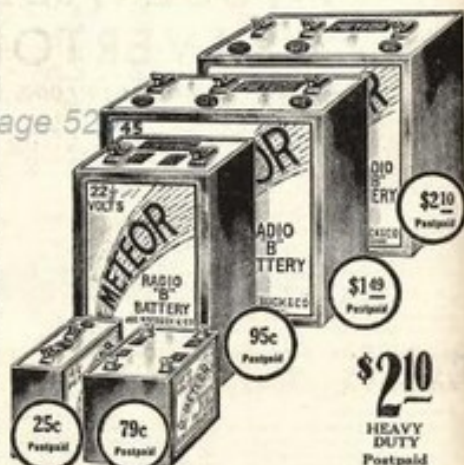
A perfect power amplifier that will supply the necessary "B" voltage to operate your radio set. Can be used in conjunction with an electric pick-up for greater volume and better tone quality in reproduction of records as well as radio reception. Housed in a substantial metal container, 7½x9x12 in. deep. Price includes power tube and filament type half wave rectifier tube. Operates from regular 110 to 125-volt, 50 to 60-cycle alternating current.

57V8209½—Postpaid..... **\$37.50**

Replacement Tube for Amplifier see 57V209 and 57V210 on Our Tube Page 318.



One of America's Best Low Priced "B" Batteries



Guaranteed to Save You at Least One-Third

In Meteor Batteries only the purest of scientifically mixed ingredients are used. Rigid inspections and tests throughout the various manufacturing operations insure their uniform high quality and strong recuperative power. Second to only the "Silver-tone" quality, yet equal to many brands selling elsewhere for as much as one-third more. The tremendous demand for "Meteor" Batteries enables us to offer them at these remarkably low prices and to assure you of clearer, better reception with considerably more volume. You will obtain the best results with the most economy, if guided by the following: For sets of four tubes or more, use 57V3100. For sets of one to three tubes, use 57V3102. We Pay the Postage.

	Tapped	Size, In.	Postpaid
57V8100—Heavy Duty	22½-V and 45-V	8 x 4½ x 7½	\$2.10
57V8101—Light Duty	22½-V and 45-V	8 x 3 x 7½	1.49
57V8102—Standard	22½-V	4½ x 3 x 7½	.95
57V8103—Portable	6.15, 22½-V	4½ x 2½ x 7½	.75
57V8104—40-Volt "C"	40-V	4 x 1½ x 3	.55

*May also be used as "C" battery to supply high grid bias for power tubes.

WE PAY THE POSTAGE

Battery Charger



\$9.55
We Pay Postage

Full 3-ampere charging rate that automatically slows as battery becomes charged. Size, 6 1/2 x 7 1/2 x 4 1/2 in. wide. Operates only from regular 110 to 115-volt, 50 to 60-cycle alternating house current.
\$7V5206-Postpaid.....\$9.55

Trickle Type

Maximum rate of one ampere, which tapers off as battery becomes charged. Operates only from 110 to 115-volt, 50 to 60-cycle alternating current. Size, 6 1/2 x 7 1/2 x 4 1/2 in. wide.
\$7V5203-Postpaid.....\$6.98

"B" Eliminator



\$14.95
We Pay Postage

Quiet and economical. No liquids or moving parts. Will give excellent results on sets with six tubes or less, including a power tube. This neat, compact unit operates from 110 to 115-volt, 50 to 60-cycle alternating current. Housed in metal case, nicely finished. Size, 8 1/2 x 4 1/2 x 4 1/2 in. wide. Comes complete with rectifying tube.
\$7V5208-Postpaid.....\$14.95
For replacement tube for the above "B" eliminator see 57V4635 on our Table page 514.

"A" Eliminator



\$17.50
We Pay Postage

"A" power unit, free from hum and ripples on acids, liquids or boxes. Has a switch in rear and receptacle on the top of unit, so when any "B" eliminator is plugged into receptacle complete all electric operation is had. Housed in neat, sturdy, metal case. Operates from regular 110 to 115-volt, 50 to 60-cycle alternating current. Size, 10 1/2 x 4 1/2 x 4 1/2 in. wide.
\$7V5211-Postpaid.....\$17.50
We Pay Postage.

Meteor "A" Battery



\$6.29
Freight Not Prepaid

100-Ampere Hour
Eleven Plates

Very conservatively rated and made of the same high grade materials and exacting workmanship as our more expensive Silvertone batteries. The only difference is a little lighter construction. We guarantee the "Meteor" to give you the very best of service for 18 months' usage. Our price is very low for such a high grade, conservatively rated battery. Storage batteries are unavailable, shipped only by freight or express. Not Prepaid. Size, 9 in. long, 7 in. wide, 9 1/2 in. high. Shipping weight, 48 pounds.
\$7VM5007-Postpaid.....\$6.29

\$7.00
Freight Not Prepaid



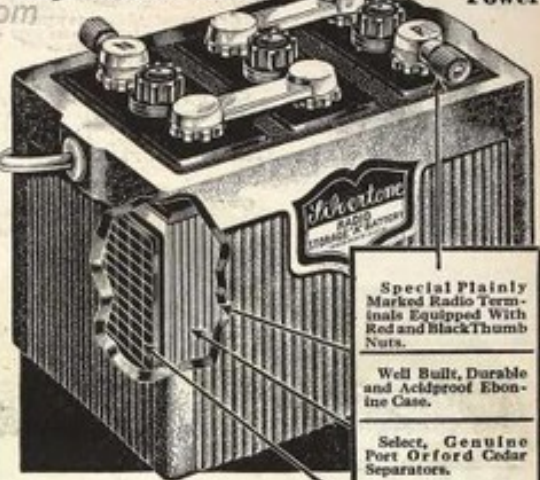
Peerless "A" Battery

Full 100 ampere-hour 11-plate storage battery that is absolutely not overrated as many other batteries. Rated correctly and guaranteed for two years. Heavy full size lead plates, select cedar spacers, leakproof black enamel case with convenient carrying handle and non-corroding radio terminals. Size, 7 1/2 x 9 1/2 x 9 1/2 in. Ship. wt., 53 lbs. NOT PREPAID.
\$7VM5008-Postpaid.....\$7.00

SUPER POWER, LONG LIFE

We Do Not Prepay Transportation Charges on Radio "A" Batteries

Giant Power



Special Plainly Marked Radio Terminals Equipped With Red and Black Thumb Nuts.

Well Built, Durable and Acidproof Ebon-line Case.

Select, Genuine Port Orford Cedar Separators.

Thick, Extra Heavy Full Size Lead Plates.

\$9.00 Guaranteed 2 1/2 Years
Freight Not Prepaid

Silvertone "A" Battery In an Attractive Mottled Case

A full 120 ampere-hour, 13-plate storage battery. A rugged giant of power clothed in a pleasingly colored, red and green mottled case. A peppy and longer lived "A" battery, in a leakproof composition case that will harmonize well with almost any home surroundings. Especially made for radio use with plainly marked, colored terminals, non-corroding thumb-nut connections and attached carrying handle. Its powerful energy is assured by the extra heavy plates, separated by the best quality genuine Port Orford cedar spacers. Only the purest lead oxide is used in all Silvertone batteries. The 120 ampere-hour rating is very conservative for this full size 13-plate battery. REMEMBER THIS, when comparing the Silvertone with other batteries, note the number of plates used and if the batteries are conservatively and properly rated. Size, 11 1/2 x 7 1/2 x 9 1/2 inches. Ship. wt., 59 lbs. Not Prepaid.
\$7VM5004-120 ampere-hour, 13-plate.....\$9.00

With every battery, we will issue a coupon which will entitle you to an allowance of One Dollar for your old battery if delivered without any transportation cost to us, to any of our retail or mail order stores. Old batteries shipped to our mail order stores must be prepaid.

MAGNETIC SPEAKER

Marvelous volume, clarity and true quality. This new balanced armature magnetic speaker has all that, and in addition, a most beautiful Gothic style cabinet. Finished in two tone walnut with a rich gold colored grille cloth that is in accord with any style furniture. Best results are obtained when used with sets having at least one power tube. Size of base, 10 1/2 inches wide, 7 1/4 inches deep. Height, 12 in.

\$12.89
Postpaid

\$7V4824-Postpaid.....\$12.89
We Pay the Postage.

SUPER DYNAMIC SPEAKER

Rich, powerful, undistorted tone. Beautiful walnut veneer cabinet. Size, 15 in. high, 15 in. wide and 9 in. deep. Uses a 28-type rectifier tube. Obtains power supply from regular 110 to 115-volt, 50 to 60-cycle house current. Not recommended for use with any set not equipped with at least one power tube. Furnished complete with rectifier tube. Suitable to types using dry plate rectifier.
\$7V4828-Postpaid.....\$29.90

\$29.90
Postpaid

Same speaker above without cabinet. Must be mounted in a cabinet or used with a baffle board. Height of speaker, 12 in.; width, 12 in.; depth, 5 1/2 in.
\$7V4829-Postpaid.....\$23.00

\$23.00



AIR COLUMN SPEAKER

Remarkable, full, mellow notes, volume and tonal range make this 57-in. exponential air column speaker the popular favorite of thousands of our customers. Performs excellently on sets using only 50 volts, yet will take up to 180 volts or more without the least blast or distortion. Has a metal base, size 7 1/2 x 10 in. check. Dull gold finish throughout. Front is covered with a rich grille cloth. Height 16 in.; diam. 12 1/2 in.

\$8.75
Postpaid.....\$8.75

MAGNETIC SPEAKER

Volume, tone quality, beauty and low price make this one of our most popular speakers. Its scientifically built cone gives tonal depth and clear full round natural tones. Housed in a steel drum type cabinet with an appealing bronze crinkled finish. Grille backed with beautiful gold colored silk cloth. Diameter of speaker, 9 1/2 in.; height, 10 in.
\$7V4826-Postpaid.....\$5.90

Made of the same materials and construction as 57V4826, but larger in size, giving better results. Diam., 13 in.; height, 13 1/2 in.
\$7V4830-Postpaid.....\$8.45

For Index and General Information, See Pink Pages in Center of Book

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Guaranteed One Year!

Our Silvertone tubes are absolutely guaranteed for one year. Should any tube fail to give complete satisfactory service for the one year it will be replaced free of charge. We do not make any exceptions or select any one type of tube for this guarantee. It applies to every tube described below, for each tube undergoes a most rigid mechanical and electrical test at each stage of its manufacture. The materials used in Silvertone tubes are selected only after careful laboratory analysis. To insure uniform quality and performance and freedom from impurities, each tube is inspected and tested over forty times. Nothing is taken for granted in any detail of Silvertone testing. The final result is a product of high quality and marked uniformity. All tubes are shipped Postpaid and safe delivery guaranteed.

SILVERTONE RADIO TUBES

\$1.00
TYPE 201A
Postpaid

\$2.00
TYPE 227
Postpaid



Tubes for Battery Operated Sets

Detector-Amplifier Tube

Type 201A. This tube can be used either as a detector or amplifier tube in sets designed for storage battery operation or other sets that call for a tube of this character. 5-volt type; filament draws .25 amperes. Plate or "B" voltage, 45 to 125.

57V201A—Postpaid.....**\$1.00**

Detector Tube

Type 200A. Especially designed for detector use only. Adds slightly greater sensitivity to set than 57V201A, above. Use does not require any change in set or wiring. 5-volt type; filament draws .25 amperes. Plate voltage, 45.

57V200A—Postpaid.....**\$1.65**

Screen Grid Tube

Type 222. Radio frequency amplifier tube having a screen grid as used chiefly in battery sets. Specially designed for sets wired for its use, particularly battery type sets. Filament volts 3.1; draws 1/4 ampere. Screen takes 45 volts; plate 135. Four prongs and one connection on top of tube.

57V222—Postpaid.....**\$2.95**

Tubes for Power Units and Eliminators

Full Wave Rectifier Tube

Type 245. A full wave, 125-milliamperes tube. Suitable for use in Silvertone all electric receivers or other sets having either separate or built-in power packs, that call for a filament type rectifier. The sturdy filament gives unusually high resistance. Can also be used in W.L.S. "B" Eliminators 57V245A, 57V245B, and 57V245C, listed in our previous catalogs; or any other "B" Eliminator requiring a full wave filament type rectifier tube.

57V245—Postpaid.....**\$2.45**

Half Wave Rectifier Tube

Type 281. A half wave, filament type, 85-milliamperes tube. A very efficient tube. Used in any power unit or "B" Eliminator designed for this particular tube.

57V281—Postpaid.....**\$4.75**

Non-Filament Rectifier Tube

Non-filament gas type, 125-milliamperes output. For use with "B" Eliminators, 57V245A, 57V245B, and 57V245C. Listed in our previous catalogs; also Eliminator 57V281 in this catalog. May also be used in other "B" power units requiring this type of tube.

57V4035—Postpaid.....**\$1.98**

Tubes for Dry Battery Operated Sets

Type V199. Detector-amplifier tube. Three 1 1/2-volt batteries connected in series are generally used as the "A" battery for supplying filament current. Three-volt type filament draws 40 amperes. Has four short prongs.

57V199—Postpaid.....**\$1.65**

Type X199. Detector-amplifier tube; similar to above, but fitted with a later type base, having four long prongs.

57VX199—Postpaid.....**\$1.65**

Tubes for Chargers

High quality, long life Tungar bulbs. When ordering the two-ampere size, note if your old bulb has a wire connection at top or side of bulb. If bulb has wire order 57V5301; if not order 57V5303. This does not apply to the five-ampere size. Postpaid.

57V5301—2-ampere.....**\$3.15**

57V5303—2-ampere without wire.....**\$3.15**

57V5302—5-ampere.....**\$4.40**

Tubes for All Electric Sets

Amplifier Tube

Type 226. The filament type tube for all electric sets operating direct from house current, through either built-in or separate power packs. This tube requires only a small amount of current. Designed as an amplifier only! Four prongs. A. C. filament voltage 1.5; A. C. filament current, 1.65 amperes; D. C. plate voltage, 90 to 180.

57V226—Postpaid.....**\$1.45**

Detector Tube

Type 227. Heater type, having five prongs. Used largely as the detector tube in all electric sets; also as amplifier tube where set is so designed. A. C. heater voltage, 2.5; A. C. filament draws 1.75 amperes. D. C. plate voltage, 90 to 180.

57V227—Postpaid.....**\$2.00**

New A. C. Screen Grid Tube

Type 224. The new detector-amplifier screen grid tube for A. C. all electric receivers. Has heater, emitter, grid, screen and plate, and is not suitable for any set not designed for its use. Filament voltage, 2.5; filament draws 1.75 amperes maximum. Plate voltage, 180. Screen voltage, 75. Has five prongs and one connection on top of tube.

57V224—Postpaid.....**\$2.95**

Power Tubes

For Battery and All Electric Receivers

Type 245. A new and improved power tube for use only in sets wired for its use and is not interchangeable with power tubes of other types. Designed primarily for operation in the output stages of all electric sets. Has a sturdy filament; built for long life and delivers great volume without distortion. Filament voltage, 2.5 volts; filament draws 1.5 amperes; 180 to 250 volts on the plate.

57V245—Postpaid.....**\$2.50**

Type 171A. A power tube of wide usage during the past season. Efficient on receiving sets of six or seven tubes, either battery or all electric operation. 5-volt type; filament draws .25 amperes.

57V171A—Postpaid.....**\$1.75**

Type 171. Similar to 171A above, but having a filament draw of .50 ampere instead of .25. 5-volt type.

57V171—Postpaid.....**\$1.75**

Type 112A. Used when volume is wanted without sacrifice in range. Generally used for free-tube sets, designed for storage battery operation. This tube may also be used effectively in the detector socket or in radio frequency stages. It is very sensitive as a detector. Has a specially treated filament which operates at low temperature and draws only .25 amperes. 5-volt type.

57V112A—Postpaid.....**\$1.75**

Type 216. A heavy duty power tube that can only be used in sets where provisions are made for it and where speaker is designed to take high voltage. It is also used in certain amplifier units. Draws more current than the power tubes shown above, but gives greater undistorted power output. Is 7.5-volt type; filament draws 1.5 amperes.

57V216—Postpaid.....**\$5.50**

Type 250. The most powerful amplifier tube, will deliver over three times as much undistorted volume as type 216 tube, but may also be operated at a fraction of its capacity. Must be used in conjunction with an output filter or speaker coupling and only in receivers that are wired for its use. Filament current, 7.5 volts; filament draws 1.25 amperes. Plate voltage, from 250 to 450 with corresponding "C" battery voltage of 45 to 54 volts.

57V250—Postpaid.....**\$5.95**

GOOD RECEPTION Requires Good Equipment

Improve reception by replacing your old or inefficient accessories with new high quality radio equipment. Thoroughly tested as to quality and accuracy. All built to a rigid specification that is very essential for better radio reception.

Battery Testing Meters

Voltmeter
High resistance 50 volt 100 testing "B" batteries. Tells when to charge and when to stop charging by touching terminals of battery to the terminals of storage battery.

57V5310-53c
Postpaid.....53c

Assmeter for testing dry cell "A" batteries. Range, 0-35 amperes.

57V5311-55c
Postpaid.....55c

This meter will test any battery or D. C. circuit up to 300 volts.

Size of top, 4x2 1/4 in.

57V5312-\$2.25
Postpaid.....\$2.25

The same as 57V5310 for testing A. C. circuits up to 150 volts.

57V5318-Postpaid.....\$2.95

"A" Battery Tester
Used the same as a voltmeter. Tells when to charge and when to stop charging by touching terminals of battery to the terminals of storage battery.

57V5313-75c
Postpaid.....75c

Battery Hydrometers
For testing storage batteries. Float has large, clear, 3-color scale.

57V5305-55c
Postpaid.....55c

Similar to above, but slightly smaller. May also be used for testing wet "B" batteries.

57V5306-32c
Postpaid.....32c



WLS Head Phones
Bipolar type head phones of best quality. Has substantial coils and heavy silicon steel magnets. Canvas covered adjustable headband; highly polished, screw-on black case; strong aluminum hangers. Inside connections. Very sensitive and matched for quality.

57V4910-Postpaid.....\$2.19

Meteor Head Phones
Similar to our W. L. S. head phones above, but slightly more in size.

57V4911-Postpaid.....\$1.49



Silvertone Phonograph Pick-Up
Reproduce your phonograph records electrically through your radio. No change in radio receiver necessary; simply slip pick-up adapters over grooves of the detector tube. May be used with the Edison phonograph or operate successfully when alone records are used.

57V4924-Postpaid.....\$7.35

Receiver Cord
Worn cords often short circuit, and should be replaced before they cause trouble. Single type having two pin tips at each end.

57V4912-Postpaid.....23c
57V4913-Postpaid.....27c



Extension Cords
Rubber insulated. Outside covering of mercerized brown cotton. Complete with connector. Postpaid.

57V4925-20-ft. cord.....59c
57V4926-40-ft. cord.....95c

Double Connector
Permits the connecting of two speakers to one radio set. Complete with 15-inch cord. Regular 75 cent. value elsewhere.

57V4927-Postpaid.....55c



Phone Plug
Genuine bakelite. Simply insert phone or speaker cord tips, and plug in set.

57V4928-Postpaid.....27c

Lightning Arrester
Brach's high grade Storm King Lightning Arrester. Bakelite housing. Listed as standard by the Board of Fire Underwriters. Length, 4 1/2 inches; width, 1 1/2 inches; height, 2 inches.

57V5006-We Pay the Postage.....67c

A Complete Aerial Outfit



One 75-ft. coil No. 22 Seven-Strand Aerial Wire. One 40-foot coil No. 16 Solid Rubber Covered Lead-In Wire. One 3-foot coil No. 12 Rubber Covered Flexible Hook-Up Wire. One Brach Storm King Lightning Arrester. Listed as standard by Fire Underwriters Laboratories. Two Improved Ground Clamps. One High Quality Lead-In String. Three 4-inch Standard Insulators. Two Crystal Glass Insulators. Two Screw Eyes. Two Wood Screws. One Instruction Sheet.

57V5610-Complete Kit, Postpaid.....\$1.95

Enamel Aerial Wire

Composed of seven enameled strands of No. 22 B & S gauge copper wire. Not to be confused with No. 24 or other light gauge wire. Furnished in 100-ft. coils only.

57V5401-Postpaid.....73c

7-Strand No. 22 Bare Aerial Wire
Composed of seven strands of No. 22-gauge copper wire. Not to be confused with No. 24 or other light gauge wire. Furnished in 100-foot coils only.

57V5402-Postpaid.....57c

Gold Plated Aerial Wire

A non-corrosive wire. Improves reception, gives greater range. Composed of seven strands of No. 24 full gauge wire.

57V5412-100 ft. Postpaid.....69c

Flexible Hook Up Wire

Accepted as the most suitable for wiring radio sets or connecting batteries. Consists of 16 strands No. 30-gauge tinned copper wire covered with a black rubber insulation. Furnished in 25-foot coils only.

57V5406-Postpaid.....19c

Indoor Aerial and Loop Wire

Consists of 45 strands of fine copper wire with a double covering of brown cotton. A non-stretching wire which makes it especially suitable for winding radio loops. Furnished in spools of 125 feet each.

57V5407-Postpaid.....67c

Lead-In Wire

High quality No. 16 solid rubber covered lead-in or ground wire. Furnished in 50-foot coils only.

57V5404-Postpaid.....47c

Lead-In

For use where drilling hole through window sash is not advisable. Fitted with Bakelite clips at both ends to facilitate easy connection. Length, 10 in.; width, 1/2 in.

57V5502-Postpaid.....8c

Ground Clamp

For connecting ground wire to pipe or rod. Fits any size up to 1 1/2 inches.

57V5503-Each, Postpaid.....5c

Glass Insulator

Most practical for radio use. Size, 3/8 in. long by 1 1/4 in. in diameter.

57V5504-Per set of 2, Postpaid.....9c

One Wire Nail Knob

Heavily glazed. Use for supporting aerial lead-in or ground wire. Postpaid.

57V5505-4 knobs.....8c

Battery Clips

Well made, lead coated to prevent corrosion. Heavy spring insures tight connection. Positive clip plainly marked to make connections properly. 2 1/2 inches long.

57V5314-Per pair, Postpaid.....17c

Rosin Core Radio Solder

Endorsed by leading radio engineers as the most practical solder on the market. Will not corrode nor work hard. Contains approximately 3 feet long. For other solder see hardware pages, or refer to Index.

57V5606-Postpaid.....19c

Soldering Iron

High quality, Rubberoid finish hardwood handle. Furnished with 10 ft. straight and screwdriver swivel tips, cord and plug. Operates from any 105 to 120-volt current.

57V5601-Postpaid.....\$1.59

Low Price Soldering Iron

Will not overheat or burn out. Satisfactory guarantee. For regular 105-120-volt current.

57V5600-Postpaid.....89c

For Heavier Soldering Iron See Hardware Pages

Silvertone Reproducing Unit

Postpaid

\$3.45

A heavy, powerful one-pound unit capable of great volume without the least distortion. Attach to your old or inefficient speaker and transform its distorted and unnatural tones to rich, mellow, clear and exacting reproduction. May also be attached to the tone arm of your phonograph. Especially suited for large air column horns or console cabinet use. Standard 14-in. threaded nipple. Fitted with 54-in. good grade cord with two metal tips.

57V4918-We Pay the Postage.....\$3.45

Made with the same high grade materials as the Silvertone speaker unit above, but of a lighter construction.

57V4919-We Pay the Postage.....\$2.65



Replacement Fuses

Replacement fuses for all electronic sets. Postpaid.

57V4901-1 Amp. Postpaid.....9c

57V4902-1 1/2 Amp. Postpaid.....9c

Panel Lamps

Mazda lamps for radio dial use. Length, 1 inch; 1/8-in. screw base. Note voltage or number on lamp before ordering. We Pay Postage.

57V4929-2-Volt Mazda No. 40.....13c

57V4930-2.5-Volt Mazda No. 41.....13c

Attractive Radio Bench

Prepaid

\$4.95

An unusually attractive and comfortable bench that regularly sells at much higher prices. Upholstered the same as an expensive piece of parlor furniture. Base is made of hardwood with a rich dark walnut finish. Buttoned, sag seat over web construction. Heavy velour covering of dark red or green. State choice. Length, 22 1/2 inches; width, 14 inches; height, 18 inches.

57V4545-1-Shipped Prepaid.....\$4.95



Table for Battery Sets

Prepaid

\$10.95

An economical radio table that is ideal for use with battery operated receivers. This sturdy constructed table is a beauty that is liked by all and will look well in any part of the house. Convenient front lifts out, giving easy access to batteries and other accessories. Size, 30 in. wide, 14 in. deep and 30 in. high. Shipped Prepaid.

57V4522-1-Shipped Prepaid.....\$10.95



All Metal Table and Bench

Art metal with Spanish polychrome finish, tinted red and green. Table has new art-text top, 24 in. wide and 12 in. deep. 11 in. high. Bench seat covered with rich Italian red velour. Sides studded with brass nails. Bench, 24 in. wide, 12 in. deep and 17 in. high. Conveniently packed. Easily assembled. Shipped Prepaid.

57V4545-1-Table and Bench, Prepaid.....\$12.95

57V4546-1-Table only, Prepaid.....\$2.35

57V4547-1-Bench only, Prepaid.....3.35



We Guarantee to Satisfy You and Save You Money

WHAT OUR CUSTOMERS SAY:

... These unusual expressions of praise represent the opinion of thousands of owners.

We received our Silvertone Truphonic which arrived in fine condition. We have given it a good trial and think it is a wonderful instrument. We are very proud of the beautiful cabinet work and the way it is finished. To look at the instrument it doesn't seem possible that it could be bought for that money, the way we have priced other models of the same model. We wish to thank you for the prompt shipment.

Very truly yours,
MRS. LEWIS BURGER.
(Address on request.)

I am delighted with my Silvertone Truphonic. My friends and neighbors also praise it. They join me in marveling at its ability to bring out the different instruments and in producing such clear vocal music. As a musical instrument it is a wonder, and as a piece of furniture it also gets the praise of me and my friends.

Yours truly,
H. WALTER ALLOIRE.
(Address on request.)

We received the Truphonic Silvertone Phonograph and records in good condition. We are certainly well pleased with it. The woods and music are more clear than on other makes of phonographs. Several of our friends and neighbors have listened to it and say it is the most perfect they have ever heard.

Yours respectfully,
WILBUR E. CLARK.
(Address on request.)

When I purchased my Truphonic I did so with a view of returning it if I did not think it a good value and as represented by you. I assure you that I have given it a rigid test. It compares favorably in reproduction and cabinet work with a good many machines on the market selling for as much as \$250.00. I do not know of an instrument on the market that compares with the Truphonic in value.

Yours truly,
C. A. COOK.
(Address on request.)

HAVE THE MUSIC YOU LIKE BEST ... WHEN YOU WANT IT!

LISTEN to the new, improved phonograph record and you realize that entirely new standards have been established for realism in recorded music. Gone is the old harshness and mechanical sound associated with old style phonograph records. In its place is the discovery of modern inventive genius—the new electrically recorded records, made possible by developing to its fullest extent the R. C. A. photophone process of super sensitive recordings.

The most perfect sound reproduction known to mankind is now possible with this improved record. Its clear, flawless tone breathes the very personality of the human voice, gives realism to every degree of rich tone warmth and quality embodied in the actual music.

Play What You Want When You Want It!

On the new records you have a choice of the finest talent the world has to offer. The most famous band conductors, popular orchestra leaders, renowned opera singers, famed lecturers—the accomplishments of all of them are permanently recorded on the phonograph records for everybody to enjoy, not only once but as often as they like and when they like! Start a library of records of your most favored entertainers and at your request, the melodies and ballads that sing in the memory, as well as the most rhythmic of modern dance music, are repeated as often as you wish.

Silvertone Truphonic Leads!

Play the new electrically recorded records and note the realism in tone, but play them on a Silvertone Truphonic and your concept of perfect reproduction will be carried to even greater heights. Silvertone Truphonic is far superior to ordinary phonographs because all its acoustic properties have been perfected to give full tone value to the perfected new records. The Truphonic principle of sound reproduction is the supreme achievement of years of research. Its silver-like tone is so clear, so flawless, that if you were blindfolded and led into the room where Truphonic was being played you would believe the artists who made the record were right in the room with you.

Wide Range of Designs

In size and price there's a Silvertone for every requirement, for every purse! For use on picnics, vacation trips and outings there are Silvertone portables priced from \$8.25 to \$27.95 (cash). Beautiful cabinet models for the home are offered at \$33.25 to \$53.00 (cash). Those who want an ideal musical instrument will select one of the Silvertone radio-phonograph combinations. Each model in the entire Silvertone line is so designed as to make the greatest possible use of the tone area available in its type of cabinet. Naturally the higher priced instruments are made of higher priced materials and have more elaborate workmanship. But in every model, from the lowest priced to the highest, you will find every feature that gives Silvertone its remarkable tone perfection.

But don't be guided entirely by what we say or by the favorable comments of the many thousands of owners of Truphonic. Judge only by what your eye shows you and your ear informs you, when you see and hear this masterpiece of phonographs in your own home. Order any model in our complete line: the small down payment or full cash price brings it to your home. Freight Prepaid. Then for 30 days let yourself, your family and your friends be the judges of the superlative tone qualities of Silvertone Truphonic. 30 days' use must convince you of its superiority in value and performance to any phonograph you have ever heard or you may send it back and we will return every cent you have paid.



A Most Beautiful Cabinet

For Those Who Want a Phonograph of Grace and Style



\$5.00
DOWN
\$5.00
A MONTH

This is our best console type phonograph. The selected oriental walnut overlay on the top panel is in beautiful contrast to the genuine lacry figured mahogany or walnut veneer of which the cabinet is made. The narrow molding and metal pulls on the doors, and the spindle turnings on legs and stretcher add character to its appearance. Space is provided for about 7 large albums. Has the famous double spring Silvertone precision motor. All metal parts including the 12-inch turntable, are nickel plated. Size: 35 inches high, 35 1/2 inches wide, 20 1/2 inches deep. Price includes five double faced records (our selection) and needle assortment. Shipped from factory in SOUTHERN INDIANA, Freight Prepaid.

46V4962—Genuine Mahogany Veneer.
46V4953—Genuine Walnut Veneer.
Cash price, Freight Prepaid, **\$53.00**
Time payment price, Freight Prepaid, **\$58.25**
TERMS: \$5.00 with order, balance \$5.00 a month.
Use Time Payment Order Blank in Back of Catalog.

EXCLUSIVE FEATURES

- 1 Truphonic Tone Chamber**
Each model has a long airtight tone chamber or air column, extending from reproducer to the grille opening. Acoustic engineers have so tapered this tone chamber to accommodate the greatest possible amount of tone development for the cabinet in which it is used.
- 2 Truphonic Reproducer**
Highly sensitive. It picks up from the record all the delicate overtones and reproduces them with a pure clear tone as natural and lifelike as the original itself.
- 3 Truphonic Tone Arm**
Especially designed to be used with the Truphonic tone chamber and Truphonic reproducer.
- 4 Specially Designed Cabinets**
Each model an individual creation; living examples of the cabinet makers' art. Perfectly proportioned and pleasingly finished.
- 5 Fine Finishes and Decorative Treatments**
The use of choice woods, beautifully finished, makes these Truphonic models exceptionally attractive and you will thrill with pride when you have one in your own home.

520 PAGES (from our new 1930 Spring Summer Catalog, 1 page set) \$2.00, 10, 25, 50, 75, 100, 150, 200, 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, 800, 850, 900, 950, 1000. The World's Largest Store

christmas.musetechnical.com



\$4.00 DOWN \$4.00 A MONTH

Our Most Popular Design

You will readily understand why this is the most popular model of our complete line of Truphonic when you consider that it combines beauty of appearance, expert workmanship, and an extremely low price. We are convinced that anywhere else you would pay a great deal more for a console of this attractive design. And then it wouldn't be a Truphonic, so you would also lose all the remarkable tone advantages that Silvertone Truphonic reproduction brings to you.

30-Day Trial Will Convince You

The front is genuine mahogany veneer with contrasting two-tone effects and neat carvings. Make use of our liberal 30-day trial offer and see for yourself the complete musical enjoyment this Truphonic will bring to your home. Remember, if you are not thoroughly convinced that it is an exceptional value, send it back and your money will be refunded. Size, 32 1/4 inches high, 32 inches long, 19 inches deep. Has double spring Silvertone motor and nickel plated fittings. 12-inch turntable. Five Silvertone records (four selections) and needle assortment included. Shipped from factory in NEW YORK. Freight Prepaid.

46V4823—Genuine Mahogany Veneer Front.
46V4824—Walnut Finish.
 Cash price, Freight Prepaid..... **\$39.85**
 Easy payment price, Freight Prepaid..... **\$43.85**
 Terms: \$4.00 with order, balance \$4.00 a month. Use Time Payment Order Blank in Back of Catalog.

FREIGHT PREPAID ON ALL THESE PHONOGRAPHS



\$4.00 DOWN \$3.00 A MONTH

Unusual Console

Thousands of our customers who have purchased this beautiful model acclaim it as a wonderful value. Priced the lowest of any of our cabinets, so that no home need be without the thrilling reproduction that is exclusive with Truphonic. The modern trend in furniture has made this console style of cabinet so popular that we have placed huge orders for this one model. That's why we can price it so low, making it a value that we consider unequalled elsewhere for less than \$30.00. Although moderately priced, it's high in quality construction, for it adheres very strictly to every high standard of cabinet craftsmanship for which Truphonic is noted.

Simple Design of Great Beauty

In genuine mahogany veneer on top, front and side panels, it distinguishes an innovation in a cabinet offered at this moderate price. Equipped with durable high grade Silvertone motor. Plays 10-inch and 12-inch records. Five Silvertone records (four selections) included in price. Twelve-inch turntable. Cabinet, 22 1/2 inches high, 21 1/4 inches wide, 15 1/2 inches deep. Shipped from factory in NEW YORK. Freight Prepaid.

46V4858—Mahogany Veneer.
46V4859—Walnut Finish.
 Cash price, Freight Prepaid..... **\$33.75**
 Easy payment price, Freight Prepaid..... **\$37.75**
 Terms: \$4.00 with order, balance \$3.00 a month. Use Time Payment Order Blank in Back of Catalog.

Our DeLuxe Console

A console of supreme beauty, combining the ideals of artistic design and cabinet construction of the highest quality. Its compact size makes it especially ideal for homes where space is limited. Can be used in corners or parts of the room where larger cabinets would appear out of place. You could hardly select a piece of furniture for a gift to the newly married couple that would be more appropriate or be appreciated more than this attractive model. Genuine mahogany or walnut veneers are carefully selected and matched to bring out the beautiful grain of these fine woods. The decorative carvings, neat overlays, and graceful moldings add the final touches that make this the ideal piece of furniture.

Ideally Low Priced!

Has a silent, double spring motor. All metal parts nickel plated. Five ten-inch electrically recorded Silvertone records (four selections) included. Height, 36 inches; width, 20 inches; depth, 19 1/2 inches. Shipped from factory in SOUTHERN INDIANA, Freight Prepaid.

46V4960—Mahogany Veneer.
46V4961—Walnut Veneer.
 Cash price, Freight Prepaid..... **\$47.50**
 Easy payment price, Freight Prepaid..... **\$52.50**
 Terms: \$5.00 with order, balance \$4.00 a month. Use Time Payment Order Blank in Back of Catalog.

\$4.00 DOWN \$4.00 A MONTH

Always a Great Favorite

For more than thirteen years Silvertone phonographs have brought musical happiness into thousands of homes. But in all this time no style of cabinet has become more standardized than this model. Because it's such a great favorite, we have retained the general proportions of the cabinet but have built into it all the remarkable acoustic qualities and perfected mechanical equipment that gives Silvertone Truphonic its rightful place as one of the finest toned phonographs that money can buy.

Every Truphonic Feature

Even at its spectacular low price, this model contains the famous Truphonic air column, tone chamber, highly sensitive Silvertone reproducer and silent running Silvertone precision motor. The cabinet is constructed of genuine mahogany, walnut, or figured oak veneer. All metal parts are nickel plated. Twelve-inch turntable, well built cabinet, 41 inches high, 18 inches wide, 19 inches deep. Five 10-inch records (four selections) and an assortment of steel needles included. Shipped from factory in SOUTHERN INDIANA, Freight Prepaid.

46V4874—Genuine Mahogany Veneer.
46V4875—Genuine Walnut Veneer.
46V4876—Genuine Figured Oak Veneer.
 Cash price, Freight Prepaid..... **\$39.95**
 Easy payment price, Freight Prepaid..... **\$44.50**
 Terms: \$4.00 with order, balance \$4.00 a month. Use Time Payment Order Blank in Back of Catalog.

MORE THAN A MILLION SILVERTONES IN AMERICAN HOMES

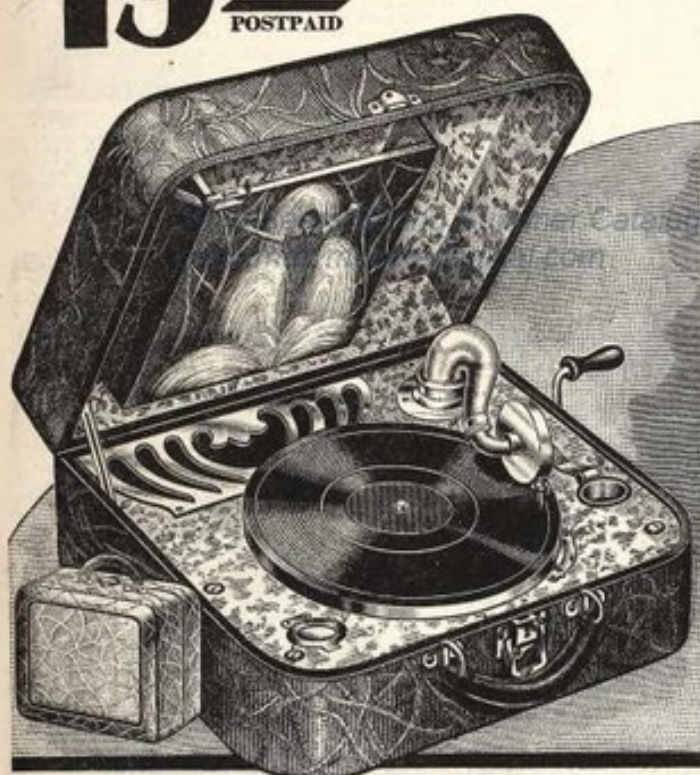
"How to Order" and Other Information - See Index for Page 521

The BIGGEST VALUES in

\$19.95
POSTPAID

We Pay
the
Postage

New Style Silvertone Portable
Better Tone! More Beauty! Greater Value!



Many who have heard this new portable claim that its natural purity of tone and surprising volume are far beyond all expectations. A special tone chamber construction whereby 310 cubic inches of tone area are provided, a new type tone arm and a special reproducer have developed a portable with greater volume and sweeter tone than you ever thought possible. Its complete newness in beauty and design, its sturdiness, its convenient carrying weight and, best of all, its low introductory price merit the wholehearted, unstinted praise of music lovers everywhere.

Built for Years of Service

Its full rounded corners give it the distinction of being one of the most graceful appearing portables ever designed. Covered with heavy, durable, genuine Du Pont Fabrikoid, in a beautiful dark blue color, Spanish grained and handsomely embossed. Corners of case are substantially constructed, giving absolute protection against any knock, jar or shock. Small view of enclosed case shows convenient carrying handle of genuine leather. Powerful, quiet running Silvertone motor. New safety brackets hold 12 records firmly in record container, which is beautifully decorated with an attractive art illustration. Plays 10 or 12-inch records. Automatic catch holds cover open. Nickel plated hardware; spring needle cups. Weighs only 17 pounds. Size, 16 1/2 x 14 1/4 inches. Shipped from our store.

46V4914—Cash price, Postpaid..... \$19.95



Silvertone Precision Motor. Soundly built and mechanically perfect.



Truphonic Reproducer gives flawless reproduction.



Tone Chamber. Scientifically constructed to give greatest volume.

Now You Can Play Records Through Your Radio!

Just Connect This Handy Electric Pickup!



Plays Records Through Your Radio

With this electric pickup and the modern electrically recorded records your radio is ready to play your favorite records with a new realism never accomplished with phonograph, and plays them when and as often as you want to hear them.

\$5.00
DOWN

With
Electric
Motor

\$4.00
A MONTH

Read all about this electric pickup and you will realize what a wonderful outfit it really is! It is not a portable phonograph, for the equipment without a radio set will not give you any music or play records. Connect the cord, leading from this compact outfit, to any A. C. (All Electric) radio set, and the record you play on the turntable of this outfit will be reproduced and amplified through your radio and loud speaker. Remember, music you play with this outfit is not anything like that which you get from a phonograph. Instead, it plays the records you choose, with greater clarity and a more natural, more beautiful tone than you have ever heard before.

Finest Reproduction Ever Heard

It is impossible for you or anyone else to appreciate the wonderful music that can come from a record until you play it through your radio by using this electric pickup. Thousands of others have come to a new realization of the great musical enjoyment that can be had by hearing the selections they like best, played by their favorite entertainers and reproduced with far more realism than was ever thought possible.

The Silvertone electric pickup is one of the handiest outfits on the market. Compact and lightweight. Contained in a convenient carrying case which resembles a portable phonograph. Just close the case and you can take the outfit along with you and use it wherever there is an A. C. (All Electric) radio set. Attaching it is simplicity itself—no change in radio set required.

Better Results With a Silvertone!

There's nothing complicated whatever about this foolproof, trouble-free Silvertone electric pickup. The turntable is similar to those of a regular phonograph. Choice of either an electric motor or a hand wound motor—both are genuine Silvertone quality, absolutely reliable, durable and quiet running. The electric motor operates from a switch and has an automatic stop which distinguishes it from the ordinary hand starting, hand operating electric motors often used in electric pickups. The electric pickup unit is a precision made reproducer that will give extra fine results.

The well built case is covered with genuine Du Pont Fabrikoid of a dark maroon color and richly embossed. Convenient record compartment holds 12

records. Assortment of steel needles included. Size of case, 15 1/2 x 13 1/4 inches. Shipped from our store, Postpaid.

46V4991—With Spring Wound Motor, Cash price, Postpaid..... \$22.75

Time payment price, Postpaid, **\$125.00**

Terms: \$4.00 down, \$4.00 a month.

46V4992—With Electric Motor, Cash price, Postpaid..... \$29.50

Time payment price, Postpaid, **\$132.45**

Terms: \$5.00 down, \$4.00 a month. When Ordering on Easy Payments Use Time Payment Order Blank in Back of Catalog.

Our HISTORY-



\$8.25
Postpaid

Amazing Value

This compact portable gives you much more than the price would indicate. To fully appreciate its value, compare it in appearance, construction and performance with those selling for as high as \$5.00 elsewhere. Has a surprisingly rich, mellow tone for a portable of this size.

Silverstone quality throughout. Sturdy, dependable, genuine Silverstone motor that plays two 10-inch selections with one full winding. Velvet-covered turntable plays 10 and 12-inch records. Detailed corners on case make it shock and jar proof. Large, attractively decorated record holder. Case covered with imitation leather in red or black. Trimmed with brass plated and gold lacquer hardware. Spring cover on needle cup prevents needles from falling out. Assortment of steel needles included. Size of case, 16x11x4 1/2 inches. Shipped from our store. Postpaid.

46V4905—Choice of Red or Black. State color. Sold for cash only. **\$8.25**
Postpaid.....



\$14.35
Postpaid

New Master—Far Superior

New in design, attractiveness and beauty, NEW Master tone quality and NEW features! The NEW Master is dollars ahead in value to portables selling elsewhere at competing prices.

The modern vogue for color is well exemplified in this beautiful mottled green case of Genuine Du Pont Fabrikoid. The one-inch border of gold around the center of case, the attractive grille around the tone chamber and embossing on record container add the final notes of individuality.

The special Silverstone equipment used gives it a remarkable tone. Has a special throwback tone arm, new style reproducer and enlarged, full throated tone chamber. Quiet running motor and velvet covered turntable that plays 10 or 12-inch records. Record holder for 12 records. Two handy needle cups. All hardware is riveted to case. Hardware is brass plated, with some of it in gold finish. Actual weight of the new master, 15 pounds. Size, 16x11x7 1/4 inches. Assortment of steel needles included. Shipped from our store. Postpaid.

46V4906—Master Portable. Sold **\$14.35**
for cash only. Postpaid.....



All metal tone chamber, correctly tapered and airtight. Has approximately 350 cubic inches of amplified tone area. Produces a full round tone true to the human voice or musical instrument.



Attractive tone arm and reproducer. Faithfully reproduces both high and low notes as originally recorded on record.



In our opinion this Motor is the most perfect that has ever been built for any portable.



Automatically stops record when through playing, saving wear on record. Very convenient and dependable.



More Volume! Purer Tone! Finest Portable We've Ever Offered

\$4.00
DOWN

\$4.00
A MONTH

NEW—

Double Spring Motor

NEW—

Airtight Metal Motor Board

NEW—

Enlarged Tone Chamber

NEW—

Automatic Stop

NEW—

Achievement in Value Giving



\$27.95
POST PAID

New Design—Sturdy Construction—Better Tone!

For all around desirability, for completeness in every detail of construction, design, appearance and beauty, and for pure tone plus great volume, this new Silverstone portable is in a class absolutely by itself! We discovered that by building the case a trifle larger, and making the sound chamber and motor board one unit instead of two, we could make available a combined tone area of approximately 350 cubic inches, the greatest that we have ever built into any portable. As a result, this large size Silverstone has such full rich volume that it compares favorably with the higher priced floor model phonographs.

Metal Motor Board

Instead of a wood or fiber motor board, it has a durable metal base with a beautiful finish. The tone arm is admirably designed to acoustically match the new, improved reproducer and tone chamber. Tone arm turns on a ball bearing base insuring smoother operation, and reducing wear on records so you can play them many more times than on other portables. The enlarged tone chamber is of the acoustically correct exponential type. Tone arm, motor board and tone chamber are fastened together as one unit to eliminate vibration and to prevent leakage of tone. Equipped with a double spring Silverstone precision motor, quiet running, sturdy and durable and fully guaranteed.

Automatic Stop

Has an automatic stop, a feature seldom found in portables and often only on the highest priced cabinet models. Velvet-covered turntable plays 10 or 12-inch records. Record container holds twelve 10-inch records and automatically snaps into place when closed. Case is

especially sturdy in construction. No danger of injury from a sudden shock, jar or bump, because all corners are securely dovetailed and glued together. All hardware beautifully gold plated. Lid support automatically snaps into place when cover is raised. Two needle cups with spring covers. Case has convenient pull tab to lift cover and strong leather handle securely riveted to case.

Attractively Finished Case

The case of this ideal portable is covered with high quality extra heavy, genuine Du Pont Fabrikoid in a beautiful and decorative light gray. Gold embossing on record holder.

You will find this portable suitable for use right in your home as well as for picnics, outings, parties, touring and anywhere else where music is desired. With this Silverstone in your home you can order records of selections you hear over the radio, and play them over and over again whenever you want to hear them.

Size of cabinet, 16 1/2 x 11 x 8 1/4 inches. Shipped from our store. Postpaid.

46V4920—With Hand Wound Motor. **\$27.95**
Cash price. Postpaid.....
Time payment price, Postpaid, \$4.00 down and \$4.00 a month.....**\$30.75**

46V4921—With Electric Motor. (Has switch for starting. Attach cord to electric light socket. Will operate on 110-volt, 60-cycle A. C. current only. Cash price, Postpaid.....**\$33.75**
Time payment price, Postpaid.....**\$37.25**

Terms: \$5.00 with order, balance \$4.00 a month. When Ordering on Easy Payments Use Time Payment Order Blank in Back of Catalog.

Order Blanks Are in Back of This Catalog

christmas.musetechnical.com

Combination RADIO and ELECTRIC PHONOGRAPH

PLAYS RECORDS THROUGH THE RADIO RECEIVER

This year popular approval has centered its attention on the musical instrument combining the all electric radio receiver and electrically operated phonograph. And Silvertone stands out as one of the greatest sensations of them all. One moment you can be listening to your favorite radio program of musical numbers, sporting events and an almost unlimited variation of entertainment. By turning a switch, you can play your favorite phonograph records and have them reproduced electrically through the amplifier of the radio receiver and super dynamic speaker.

With the new Photophone Electrically recorded records, played through your radio, you receive the finest sound reproduction known, and you also get the very best musical and entertainment talent available. Almost all of the noted stars of the stage and screen have their best numbers recorded on electrically processed records for you to enjoy whenever you wish.

The large broadcasting stations of the country broadcast complete programs from these electrical recordings because they are sure of giving their listeners the highest type of program with accurate true to life fidelity.

You may try either instrument in your home for 30 days. If you are not thoroughly convinced that it is the finest instrument of its kind, and that you have saved from \$50.00 to \$100.00, you may send it back and your money will be returned.



\$20.00
DOWN
\$18.00
A MONTH
Model 58



8-TUBE ALL ELECTRIC RADIO (Including Rectifier Tube) New Super Dynamic Speaker Electric Phonograph

A wonderful musical instrument, a beautiful piece of furniture, genuine Silvertone quality throughout! The radio receiver used in this console is our Silvertone Radio 57V43064, shown and described on page 514 of this catalog. It is a single dial control, all electric receiver operating direct from the light socket. All new improvements, including push-pull amplification using two type 17-A tubes, which give great volume without distortion. The dynamic speaker is matched with the output of

the receiver, reproducing all notes of the musical scale with lifelike fidelity.

Electric Motor for Phonograph

The top lift, and the phonograph equipment is easily accessible for playing records. The new improved electric phonograph motor is smooth and powerful in operation and absolutely dependable. Requires no winding. Stops automatically.

Can be changed from radio to phonograph, or vice versa, without removing a tube or disconnecting any part of radio or phonograph.

This modern console is gracefully proportioned and made of American walnut with doors of matched burr walnut. End panels are of straight grained walnut; carvings and moldings are expressive of dignity and richness. Legs are solid and substantial. Doors swing open and fold against the side of cabinet, putting them entirely out of the way when instrument is being used. There are two spacious record compartments—one on each side.

Both the radio set and phonograph motor operate from 110-volt, 50 to 60-cycle A. C. house current. Size of console, 46 inches high, 22 inches wide and 14 inches deep. Price includes four albums, five Silvertone records (four selections) and steel needles. Ship. wt. 185 lbs. Shipped Freight Prepaid from factory in SOUTHERN INDIANA.

46V5011—Complete Cabinet as described, with radio set, phonograph equipment and all radio tubes. Nothing else to buy.

Cash price..... **\$175.00**

Easy payment price..... **\$192.50**

Terms: \$20.00 with order and \$18.00 monthly.

Use Time Payment Order Blank in Back of Catalog.



Model 60

\$25.00
DOWN
\$20.00
A MONTH

9-TUBE ALL ELECTRIC RADIO (Including Rectifier Tube) Super Electro Dynamic Speaker and Electric Phonograph

With this improved model, the reproduction of music by radio and phonograph rises to new heights of perfection. Housing this musical marvel of the century is a cabinet so richly designed, so attractively embellished as to make for artistic completeness. All this is yours for a price that we believe is at least \$100.00 lower than you'd pay anywhere else.

Our finest radio receiver, our finest electric phonograph and a perfected super electro dynamic speaker are used in this acoustically correct combination. The radio is our 9-tube receiver (including rectifier tube), completely described on page 515. This radio efficiently embodies the most advanced engineering achievements. It uses, in the output stage, the new type 24 power tubes in push-pull combination, which enable this Silvertone radio to deliver rich, clear volume without distortion. The perfect super electro dynamic speaker reproduces either broadcast programs or records of your own choosing with a realism which is almost uncanny.

Highest Quality Throughout

The phonograph is our very latest improved equipment with the new Silvertone electric precision motor (never needs winding).

This beautiful cabinet is pleasingly proportioned and uses the popular walnut as the base, with decorative carvings and wood over-lifts, and the phonograph equipment is easily accessible for playing records. Can be instantly changed from phonograph to radio. The two doors give quick access to large record compartments, each holding two record albums. These door panels are selected burr walnut with metal drop pulls. Large center doors conceal radio panel and are of diamond matched oriental walnut. The gracefully patterned grille is backed by a rich silk cloth.

Both radio and phonograph will operate on any 110-volt, 50 to 60-cycle A. C. current. Price includes four record albums, five records (four selections) and steel needles. Cabinet is 46 in. high, 22 in. wide and 14 in. deep. Shipped Freight Prepaid from factory in SOUTHERN INDIANA.

46V5013—Complete Cabinet, as described, with Nine-Tube All Electric Radio Receiver, Phonograph and Super Electro Dynamic Speaker, With All Tubes. Cash price.

\$195.00

Easy payment price, \$25.00 with order and balance \$20.00 monthly. Shipped Freight Prepaid..... **\$214.50**

Use Time Payment Order Blank in Back of Catalog.