

**JUBILEE SPECIAL**

**YOUR FAVORITE RECORDS SOUND BETTER ON**

**This New Golden Jubilee**

**Silvertone PORTABLE**

REG. U. S. PAT. OFFICE



**\$9.95**

The only portable we've seen that plays six selections on one winding... and it's sold only by Sears! This new improved model is not only better looking but has greater volume... and a rich round tone rivaling that of best cabinet machines. A beautiful phonograph in every way.

- Rich grained, Black Keratol covering inside and out. Washable and water-proof.
- Size 8 3/4 x 17 1/4 inches.
- Silent Super-power Motor.
- Acoustically Balanced, Built-in Tone Chamber.
- Nickel plated, Tapered Throw-back Tone Arm.
- Improved Type Reproducer with Metal Diaphragm.
- Cotton Velvet-covered Turntable. Plays 10 or 12-in. records.
- Speed Regulator.
- Record Holder for twelve 10-in. records.
- Leather Handle.
- Spring Needle Cup.
- Dovetailed Corners Prevent Splitting. Shipping weight, 27 pounds.

**12 D 4908—Package of 200 Needles Included.....\$9.95**

"THAT'S 8 SELECTIONS I'VE PLAYED WITH ONE WINDING!"



**\$17.95**

**New Silvertone**

REG. U. S. PAT. OFF.

**CABINET STYLE PHONOGRAPH**

**PLAYS HALF AN HOUR ON ONE WINDING!**

Our customers say it's the finest phonograph we've ever offered at such a low price! New and improved in every way. Enlarged cabinet—Better toned—Smoother-running 4-spring Brunswick motor that is very silent and never squeaks! A beautiful machine... well worth \$45 of any one's money!

It has features you would expect to find only on machines selling above \$75.00. Looks like a fine radio cabinet... has rich, full penetrating tone rarely equalled in any phonograph. Its super-sensitive Silvertone reproducer and extra-long tone chamber give forth with utmost fidelity the delicate tone shading of any voice or instrument. **Plays about 8 selections on one winding**, because that famous Brunswick 4-spring motor almost refuses to run down.

- Size, 18 1/2 x 19 1/4 x 36 inches high. Hand-rubbed Cabinet.
- Heavy veneered Walnut and Maple front—contrasting, rich 2-toned finish. Slides and top, maple veneered. Solid, turned maple legs in walnut finish. Open back.
- Famous Brunswick silent 4-spring motor... plays about 8 selections on one winding.
- Speed regulator.
- Extra-long, full throated tone chamber.
- Balanced Tone Arm and reproducer.
- Automatic Stop.
- 12 in. Cotton Velvet-covered turntable.
- Needle Cups.
- Record holder in top of cabinet for 20 10-inch records.
- Silk tapestry-effect covering over horn opening.
- Plays 10 or 12-inch records.

Order in the regular way and Try it For 15 Days! If you aren't satisfied, send it back and we'll refund every cent you've paid including transportation charges. Shipped from factory in Southern Indiana. Send Orders to Chicago, Ill. Shipping weight, 75 pounds.

**12 DM 4951—Package of 200 needles included. \$17.95**



**Silvertone DELUXE PORTABLE**

**\$9.95**

Finer than an ordinary portable because playing with the top open, all surface noise is eliminated. Modern beauty reminds you of expensive, linen-covered luggage.

- Silent-spring motor plays two selections on one winding. Size, 13 1/2 x 10 1/2 x 8 inches. Durable and washable Keratol covering in gray diagonal pattern.
- Two attractive nickel-plated grilles. Full tone chamber.
- Improved throw back tone arm and reproducer.
- Cotton velvet-covered turntable.
- Speed regulator and needle cup.
- Holder for 12 10-inch records in top.
- Box corners dovetailed. Shipping weight, 13 pounds.

**12 D 4900—200 needles included.....\$9.95**



**Silvertone MAJESTIC PORTABLE**

**\$6.95**

It's just the thing for picnics, boat trips, parties. Very compact in size... light and easy to carry. But in spite of its small size, the built-in tone chamber is large... gives plenty of volume and fine tone.

- Brown artificial leather covering.
- Corners dovetailed.
- Compact Size, 14 1/2 x 12 3/4 inches.
- Silent Spring Motor Plays Two Selections on One Winding.
- Improved Throw-Back Tone Arm and Reproducer.
- Built-in Burtis Horn and Sound Chamber.
- Cotton Velvet-covered Turntable.
- Holder for Twelve 10-inch records.
- Speed Regulator and Needle Cup. Shpg. wt., 13 lbs.

**12 D 4902—200 Needles Included.....\$6.95**



**Latest Type Reproducer**

Brings out the clear, natural full tone from the new electrical recordings. Makes old phonographs sound like new. For upright and portable phonographs.

- (1) Metal Diaphragm.
- (2) Nickel Plated and Finished.

Fits all except Edison, Columbia, or Brunswick phonographs. Tone Arm not included. Shipping weight, 10 ounces.

**12 D 61 68—Size, 2 3/4-in. diameter.....69c**  
**12 D 61 70—With special adapter to fit Columbia tone arms only. Shipping weight, 12 ounces.....79c**



**Low Priced Reproducer**

Metal diaphragm, nickel plated, clear reproduction. Will fit all except Edison, Columbia or Brunswick phonographs. Shpg. wt., 10 oz.

**12 D 61 69—2 1/2-in. diameter.....49c**



**Improved Tone Arm**

Nickel plated. Tapered throw back style. Fits practically all standard cabinet-style phonographs, except Columbia and Edison. Shipping wt., 1 lb. 8 oz.

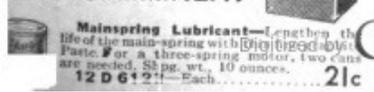
**12 D 61 61—For Cabinet Machines.....\$1.95**  
**12 D 61 62—For Portables. Shpg. wt., 1 lb. 6 oz. 95c**



**Record Carrying Case**

Holds fifty 10-inch records. Made of wood, Keratol covered. Leather handle. Strong lock and key. Metal corners. Numbered separators so you can index your selections. Size, 10 3/4 x 9 1/4 x 1 1/2 inches. Shpg. wt., 9 lbs. 4 oz.

**12 D 61 10.....\$2.49**



**Mainspring Lubricant**

Lengthens the life of the main-spring with Big Dipper. Part # or a three-spring motor, two cans are needed. 53 pg. wt., 10 ounces.

**12 D 61 2—Each.....21c**



**OLD BLUNT NEEDLES RUIN RECORDS FOR BEST SERVICE USE**

**Silvertone**

200 For 15c  
 200 For 19c

• Uniform in size. • Accurate points. • Special grinding and tempering for full true tone. Silvertone steel needles mean good reproduction... increase the life of your records. In metal box.

Cat. No.	Tone	Quantity	Shpg. Wt.	Price
12 D 61 35	Medium	200	3 oz.	15c
12 D 61 36	Medium	500	3 oz.	29c
12 D 61 37	Light	200	3 oz.	15c
12 D 61 38	Light	500	3 oz.	29c
12 D 61 39	Extra Loud	200	3 oz.	15c
12 D 61 40	Extra Loud	500	3 oz.	29c
12 D 61 41	Giant Tone	200	6 oz.	29c
12 D 61 42	Giant Tone	500	6 oz.	29c

**De Luxe Brass-Plated Steel Needles**  
 Finest needles you can buy. Clearer, truer tone. Carefully inspected for perfect points and true temper. Non-rust finish. Packed in metal box.

12 D 61 40	Medium	200	3 oz.	19c
12 D 61 41	Light	200	3 oz.	19c
12 D 61 42	Extra Loud	200	3 oz.	19c

**PERMO-POINT NEEDLES**  
 One needle plays about 2000 selections. Made of a precious and very hard metal. Grooves perfectly. Prolongs life; maintains true, clear, mellow tone. Follow directions closely when installing. Shipping weight, 2 ounces.

**12 D 61 48—Each.....60c**



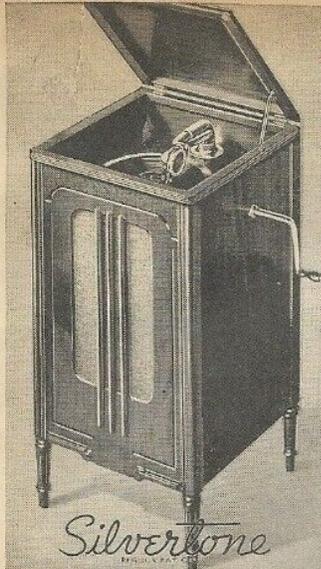
**NEW LIFE FOR OLD PHONOGRAPHS**

**TEMPERED STEEL MAINSPRINGS 45c**

Thicker, heavier, and specially tempered spring steel to resist breaking. Will not jump. In ordering, read closely the descriptions and then consult the illustrations above which show each type of end. Be sure your measurements are accurate. Order mainspring lubricant when you order the spring. If in doubt about the spring or springs which you need simply send us POSTPAID your spring barrel and we will put in a single spring for \$1.50, double spring for \$2.50 or three springs for \$3.00. These prices include the cost of the springs. Special sizes at extra cost.

Catalog Number	Length, Feet	Width, In.	Thick. In.	Shpg. Wt.	Price
12 D 61 80	11	1	.022	1 lb. 2 oz.	59c
12 D 61 81	12	1	.022	1 lb. 4 oz.	69c
12 D 61 82	12	1	.017	14 oz.	69c
12 D 61 83	13	1	.022	15 oz.	69c
12 D 61 84	10	1	.022	1 lb. 6 oz.	49c
12 D 61 85	9 1/2	3/4	.022	14 oz.	49c
12 D 61 86	13	1	.022	1 lb. 6 oz.	75c
12 D 61 87	10	1	.022	1 lb. 14 oz.	49c
12 D 61 88	14	1	.022	1 lb. 10 oz.	98c
12 D 61 89	10	1	.022	1 lb.	69c
12 D 61 90	18 1/2	1 1/4	.022	1 lb. 12 oz.	98c

Cat. No.	Length, Feet	Width, In.	Thick. In.	Shpg. Wt.	Price
12 D 61 86	13	1	.022	1 lb. 7 oz.	69c
12 D 61 87	16	1	.027	1 lb. 10 oz.	89c
12 D 61 88	10	1	.025	1 lb. 4 oz.	65c
12 D 61 93	18	1	.025	1 lb. 14 oz.	98c



**Silvertone**  
REG. U.S. PAT. OFF.  
**CONSOLE CABINET**  
**STYLE PHONOGRAPH**

Plays Half an Hour on one Winding! Here are features you would expect to find only on phonographs selling above \$75.00. Its super-sensitive Silvertone reproducer and extra-long tone chamber give all the delicate tone shading of any voice or instrument. Our customers say it's the finest phonograph we've ever offered at such a low price!

**\$19.95**

**Note These Features:**

- Famous Brunswick silent 4-spring motor ... plays about 8 selections on one winding. Speed regulator.
- Extra-long, full throated tone chamber.
- Balanced Tone Arm and reproducer.
- Automatic Stop.
- 12-in. Cotton Velvet-covered turntable.
- Needle cups. Record holder in top of cabinet for 20 10-inch records.
- Silk tapestry-effect covering over horn opening.
- Plays 10 or 12-inch records. Size, 18 1/2 x 19 3/4 x 36 inches high. Hardwood cabinet with heavy walnut and maple veneer front, rich 2-toned finish. Sides and top, maple veneer; solid, turned maple legs in walnut finish. Open back.

Order in the regular way and Try It For 15 Days! (See page 516.) Can be bought on Easy Payments. See page 951 for terms. Shipped from factory in Southern Indiana. Shipping weight, 75 pounds.

**12 EM 4951—Package of 200 needles included. \$19.95**

**Silvertone** PORTABLE PHONOGRAPH  
REG. U.S. PAT. OFF.  
**NOW WITH VOLUME CONTROL**

Features you'd expect to find only in much higher priced portables ... concealed type tone and volume control shutters, new type tapered throw-back style nickel plated tone arm, latest improved nickel plated reproducer with metal diaphragm, improved cabinet design that permits playing with top up or down!

An outstanding value when you consider all the above improvements and compare prices elsewhere. Note these features of construction: Powerful two-spring motor, plays nearly 4 selections on one winding; built-in tone chamber and buckram horn; 9-inch cotton velvet-covered turntable ... takes 10 or 12-inch records; holder in top for 12, 10-inch records; built-in speed regulator; spring top needle cups; box of 200 needles included. Strong wood case with dove-tailed corners, covered in rich, durable black imitation leather, washable and waterproof; leather handle; strong latches.

Size 15x13 1/4 x 8 1/4 in. Shipping weight, 15 lbs. Can be bought on Easy Terms with orders of \$20.00 or more. See page 951 for details.

**12 E 4920.....\$11.95**  
**12 E 4921—Same as 12 E 4920 but single spring motor. Shpg. wt. 14 lbs.....\$8.95**



**\$8.95**

And Up

VOLUME CONTROL SHUTTERS



**\$6.75**

**Silvertone Standard Portable**

It's just the thing for picnics, boat trips, parties. Very compact in size ... light and easy to carry. But in spite of its small size, the built-in tone chamber is large ... gives plenty of volume and fine tone.

- Brown artificial leather covering.
- Wood case with dove-tailed corners.
- Compact size, 14 1/2 x 12 x 6 1/4 inches.
- Silent Spring Motor Plays Two Selections on One Winding.
- Improved Throw-Back Tone Arm and Reproducer.
- Built-in Horn and Sound Chamber.
- Cotton Velvet-covered Turntable.
- Holder for Twelve 10-inch records.
- Speed Regulator and Needle Cup.
- Shipping weight, 13 pounds.

**12 E 4902—200 Needles included. \$6.75**

**Music Lovers!**  
New Electrically Amplified

**Silvertone**  
REG. U.S. PAT. OFF.  
**PHONOGRAPH**

**\$39.75** Only **\$4.00**  
Cash DOWN

Here's music so rich, so beautiful, so real that it brings to life your favorite artists, as if they were present in person. Only by hearing this new electrically amplified Silvertone can you appreciate its fidelity of tone, depth and lifelike beauty.

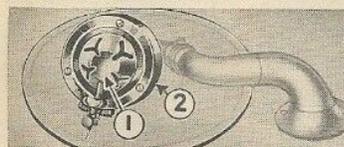
Take advantage of our 15-Day Trial Offer, described on Page 516. Try it in your own home. Compare its tone with any other electrically amplified phonograph selling up to \$250.00 and more! We know you'll be more than satisfied with the Silvertone.

Check these features: • Individual volume control; separate bass and treble tone control. • High fidelity, crystal pickup. Class A amplifier complete with tubes and 5 watt power output. • Large 8-inch Magnavox electro dynamic loud speaker. • Self-starting, quiet, electric, constant speed motor ... no winding by hand.

With the Silvertone you can choose just the volume and tone shading you desire, while every instrument and every voice comes to life right in your home!

Has 12-inch turntable; plays 10 or 12 inch records with top up or down, "on-off" switch; needle cup. Cabinet of richly grained hardwood in walnut finish; modern styling with horizontal louvers over the speaker grille. Size, 16x14x13 in. high. For 110 volts, 60 cycles A.C. Mailable but we recommend freight or express shipment. Shipped from factory in Northeastern Indiana.

**12 EM 4940—Shipping weight, 37 pounds. Cash.....\$39.75**  
Easy Payment Price (\$4 Down, \$5 a month).....**43.75**  
Use Easy Payment Order Blank.

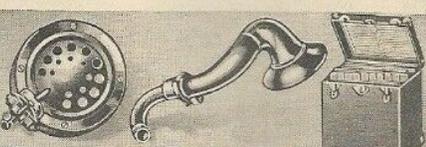


**Improve Your Phonograph With This Latest Type Reproducer!**

Brings out the clear, natural full tone from the new electrical recordings. Makes old phonographs sound like new. For upright and portable phonographs. (1) Metal Diaphragm. (2) Nickel Plated and Polished.

Fits all except Edison, Columbia, or Brunswick phonographs. Tone Arm not included. Shipping weight, 10 ounces.

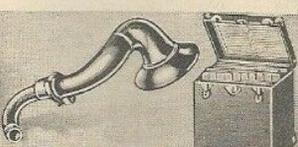
**12 E 6168—Size, 2 3/4 in. diameter.....75c**  
**12 E 6170—With special adapter to fit Columbia tone arms only. Shipping weight, 12 ounces.....89c**



**Low Priced Reproducer**

Metal diaphragm, nickel plated. Clear reproduction. Will fit all except Edison, Columbia or Brunswick phonographs. Shpg. wt., 10 oz.

**12 E 6169**  
2 1/4 in. diameter.....**43c**



**Improved Tone Arm**

Nickel plated. Tapered throw back style. Fits practically all standard cabinet-style phonographs, except Columbia and Edison. Sugg. wt., 1 lb. 8 oz.

**12 E 6161—For Cabinet Machines.....\$1.89**  
**12 E 6162—For Portables. Shpg. wt., 1 lb. 6 oz.....87c**



**Carrying Case**

Holds fifty 10-in. records. Made of wood, Keratol covered. Leather handle. Strong lock and key. Metal corners. Numbered separators. Size, 10 3/4 x 9 1/4 x 11 1/2 in. Shipping wt., 9 lbs. 4 oz.

**12 E 6110**  
**\$2.49**

**New Life for Old Phonographs**



**Tempered Steel Mainsprings 43c** And Up

Thick, heavy, and specially tempered spring steel to help resist breaking. Will not jump. In ordering, read closely the descriptions and then consult the illustrations above which show each type of end. Be sure your measurements are accurate. Order mainspring lubricant when you order the spring. If in doubt about the spring or springs which you need simply send us POSTPAID your spring barrel and we will put in a single spring for \$1.50, double spring for \$2.50 or three springs for \$3.00. These prices include the cost of the springs. Special sizes at extra cost.

Catalog Number	Length, Feet	Width, In.	Thick., In.	Sugg. Wt.	Price
<b>Both Ends Oval</b>					
12 E 6180	11	1	.022	1 lb. 2 oz.	\$0.59
12 E 6181	12	1	.025	1 lb. 4 oz.	.60
12 E 6182	12	1	.017	1 lb. 14 oz.	.63
12 E 6183	13	1	.025	1 lb. 6 oz.	.67
12 E 6184	10	3/4	.022	15 oz.	.49
12 E 6185	9 1/2	3/4	.022	14 oz.	.43
12 E 6186	15	1	.022	1 lb. 6 oz.	.79
12 E 6187	10	1	.027	1 lb. 7 oz.	.63
12 E 6188	14	3/4	.025	1 lb. 10 oz.	.93
12 E 6189	18	1	.022	1 lb. 10 oz.	.93
12 E 6190	10	3/4	.026	1 lb.	.63
12 E 6191	18 1/2	1 1/4	.022	1 lb. 12 oz.	1.10
<b>Square Outer End, Oval Inner End</b>					
12 E 6186	13	1	.027	1 lb. 7 oz.	.73
12 E 6187	16	1	.027	1 lb. 10 oz.	.89
12 E 6188	10	1	.027	1 lb. 4 oz.	.65
12 E 6193	18	1	.025	1 lb. 14 oz.	.98
<b>Oval End, Bent Arbors</b>					
12 E 6176	17	1 1/2	.022	(2 lbs.)	.98
<b>Both Ends Bent</b>					
12 E 6177	17	1 1/4	.022	1 lb. 15 oz.	.98
12 E 6174	15	1	.020	1 lb. 6 oz.	.79



Uniform in size. Accurate points. Special grinding and tempering for full true tone.

Silvertone steel needles mean good reproduction ... increase the life of your records. In metal box.

Cat. No.	Tone	Quantity	Shpg. Wt.	Price
12 E 6195	Medium	200	3 oz.	1.2c
12 E 6196	Medium	500	5 oz.	2.7c
12 E 6197	Light	200	3 oz.	1.2c
12 E 6198	Light	500	5 oz.	2.7c
12 E 6199	Extra Loud	200	3 oz.	1.2c
12 E 6200	Extra Loud	500	6 oz.	2.7c
12 E 6201	Giant Tone	200	4 oz.	1.2c
12 E 6202	Giant Tone	500	6 oz.	2.7c

**De Luxe Needles**

Brass-plated Steel. Clearer, truer tone. Perfect points, true temper. Non-rust finish. Packed in metal box. Box of 200. Shpg. wt., 3 oz.

**Permo-Point Needles**

One needle plays about 2000 selections. Made of a precious and very hard metal. Prolongs record life; maintains true, clear, mellow tone. This type used almost exclusively in coin operated machines. Shpg. wt., 2 oz.

**12 E 6148**  
Each.....**69c**

**Mainspring Lubricant**

Lengthen the life of the main spring with this fine graphite paste. For a three-spring motor, two cans are needed. Shpg. wt., 10 oz.

**12 E 6123**  
Each.....**19c**