

RCAs Offer 44 Improvements

Electric Tuning for all Included; Phonograph Interest Revives

Forty-four improvements including electric tuning for models in every price range, a "noise eliminating antenna system," and a new Electrical Magic Voice mark the new series of radio instruments offered by RCA Manufacturing company which, this year, reverts to the 40-year-old trademark in designating models as RCA Victorlas in order to emphasize the revived interest in the record playing aspect of electrical home entertainment.

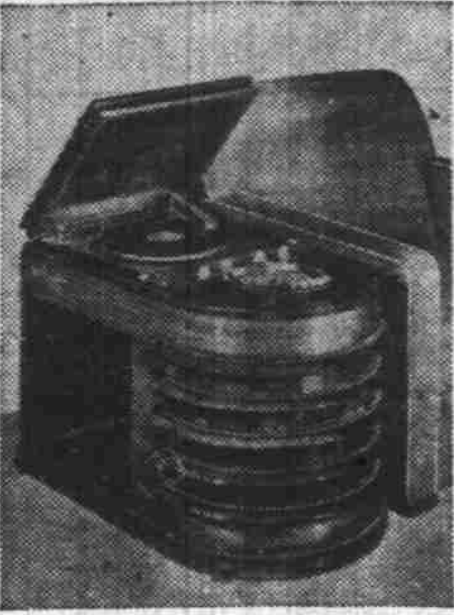
Among the new models offered this year, there are 22 different AC table and console models, 5 AC-DC table models, eight radio-phonograph combinations—some with automatic record changing mechanisms, and Victrola attachments enabling one to play records through the radio.

There are also five battery sets offered for farm areas and seven auto radios—two with automatic push button tuning.

Phonograph Controls—Of particular interest is the fact that every new RCA Victor model has a Victrola push-button control which entirely eliminates installation problems for the new Victrola attachment that plays 10 or 12 inch records through the radio set. This attachment may be placed at a distance from the set in order to go away with the bother of getting up to change records or adjust volume.

In every RCA Victor model of 8 tubes or over, this year, there is a Master Noise Eliminator, a feature which, in combination with the new Master Antenna System, is said by RCA to do away with the effects of local interference from household electrical appliances and the like.

Plays Records



This Zenith Arm Chair Model combines phonograph and radio in a most convenient form. Excellent fidelity is keynote of phonograph's performance; radio has tip-touch tuning and gets both foreign and domestic broadcasts.

From a musical standpoint,

Best Bets from the Short Wave World for Foreign Tuning

Here's a List of Stations Recommended by Arthur J. Green, President of the International Short Wave Club, for You to Visit Via Your New 1939 Radio—All Times Given Are Eastern Standard—Clip and Save

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Table with columns for Meg. Meters, Station, City, Day, and frequency bands (A.M., P.M.). Lists various international radio stations and their broadcast schedules.

RCA Victor High Fidelity



Designed to harmonize with any home, this unusually beautiful piece of modern furniture houses RCA Victor's new High Fidelity receiver equipped with improved electric tuning and a host of other features. It brings in foreign and domestic broadcasts.

another improvement of considerable importance, namely the new Electrical Magic Voice system which, according to an RCA executive, "electrically cancels out distortion ordinarily present in the loudspeaker and amplifying circuits."

Automatic electric push button tuning, introduced in RCA Victor models for the first time last year, has been improved to such an extent, according to the same executive, "that scarcely before the finger has left the control button, the station comes in with all the clarity and quality that only a perfectly tuned instrument can give."

Console cabinets available for this year's series of instruments embody either the simple lines

of modern styling or the more ornate influences of 18th Century furniture. The manufacturers stress the fact that these have been designed under the guidance of the well-known artist, John Vassos.

Other features in the new RCA Victor line include an improved "overseas dial" with which to locate foreign stations as easily as domestic ones, a new super-fidelity loudspeaker, a crystal phonograph pickup with a top-loading needle socket which facilitates changing of needles, and a new automatic record changer which is simple to operate, compact, mechanically quiet and gentle.

Short Waves now Cover the Earth

Ten years ago it was possible to listen to stations in Holland, England, Costa Rica and the United States, says Arthur J. Green, president of the International Short Wave Club. Today there are short wave broadcasting stations in the following places:

Union of South Africa, Madagascar, Kenya, Ethiopia, Morocco, Algeria, Rhodesia, Angola, Mozambique, China, Japan, the Philippines, Siam, Indo-China, India, Ceylon, Manchukuo, Afghanistan, Burma, Malay States.

Siberia, England, Portugal, Spain, France, Germany, Belgium, Switzerland, Italy, Iceland, Norway, Denmark, Finland, Latvia, Lithuania, Poland, Holland, Austria, Czechoslovakia, Romania, Bulgaria, Greece, Turkey, Yugoslavia, Hungary, Soviet Union, Chile, Argentina, Uruguay, Bolivia, Peru, Brazil, Paraguay, Ecuador, Colombia, Venezuela, British Guiana, Dutch Guiana, Panama, Costa Rica, Nicaragua, Guatemala, Salvador, Honduras, Mexico.

The United States, Canada, Cuba, Haiti, Jamaica, Dominican Republic, Martinique, Trinidad, St. Kitts, Australia, New Zealand, Java, Fiji Islands, Tahiti, New Caledonia,

among others. In addition there are stations in Hawaii, Sumatra, Tasmania and almost every other country on earth, which though not regular broadcasters may be heard at one time or another relaying some special program.

Short Wave Lure

In England, the recent increase in the popularity of short wave broadcasts which lure listeners away from their local stations has given rise to the amusing suggestion that the British Broadcasting Company promote the slogan, "Hear Your Own Country First!"

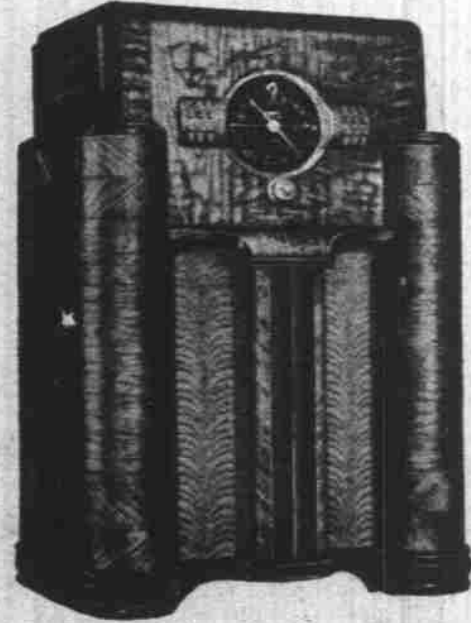
Listen While You Wait for Service

Motorists who find the time hanging heavily on their hands while waiting for gas tanks to be filled or minor repairs or adjustments to be made will appreciate a service rendered by an enterprising station. An auto radio is hooked over the door of the car and the customer is told to push the button and listen to his favorite station while he waits.

It is said that many drivers are so enthusiastic after operating these sets that they become interested in purchasing them.

ZENITH RADIO

LONG DISTANCE TRADE MARK REG. "THE ORIGINAL AUTOMATIC" PRESENTS THE 1939 "RADIORGAN"



Console Model 7S-369 \$79.95



Console Model 9S-367 \$109.95

- * Automatic Tip-Touch Tuning
- * Exclusive "Radiorgan" Tone Control with Perfect Fidelity
- * Latest Superheterodyne Circuit
- * Beautiful Walnut Cabinets
- * Giant Electro-Dynamic Speaker
- * Full Range Foreign and Domestic Broadcast Bands, Police, Amateur.
- * Robot Dial Control

A FULL LINE OF ZENITHS ON SALE AT GEO. C. WILL MUSIC STORE — 432 STATE STREET

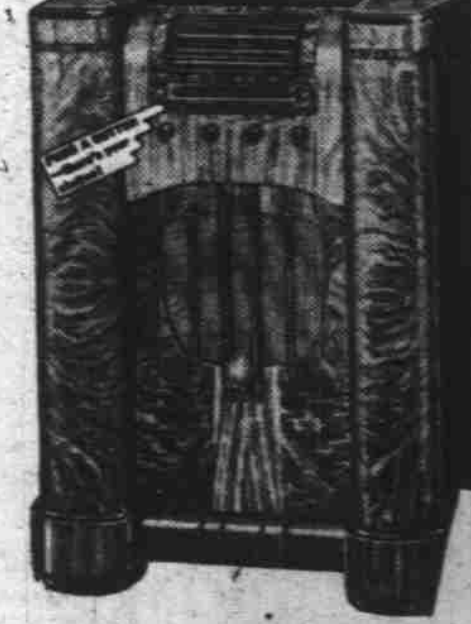
RCA Victor ELECTRIC TUNING For All!

The Truly Outstanding Entertainment Buy of the Year



Model 97-KG \$89.95

On the New R. C. A-Victor you'll find foreign stations as easy as local with the famed "Overseas" dial...



Model 911-K \$155.00

This is a great year for every family that wants a radio. Now you can have radio's most popular feature, RCA-VICTOR Electric Tuning—at most any price you want to pay. Dozens of outstanding new models are yours for the asking with more features than you would ever expect for the money.

INSPECT THE COMPLETE LINE OF THIS '39 MARVEL AT GEO. C. WILL MUSIC STORE — 432 STATE STREET

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