

# Peoples Electric Store

...ANNOUNCE...

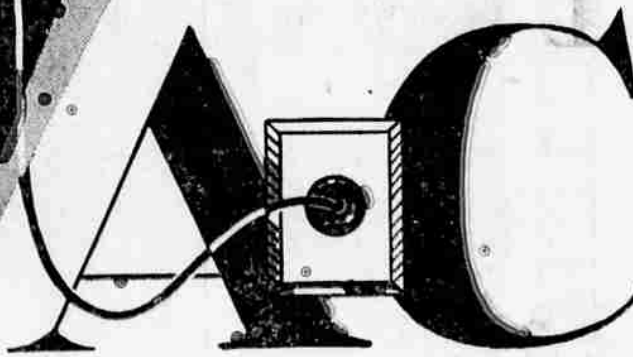
## THEIR APPOINTMENT TO DISTRIBUTE

THE



**Model 37** The astonishing price of the new, six-tube, Full-vision Dial, self-contained A.C. set includes everything except tubes and a speaker. No power accessories required—no batteries, no charger. For use with 110-115 volt, 60 cycle, Alternating Current. Uses six A.C. amplifying tubes, and one rectifying tube.

**ATWATER KENT**  
new!  
*electric!*



**Model E**  
Radio Speaker, \$26  
Radio's truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.

### This is what it gives you

**1. A lifetime of radio satisfaction.** Dependability, assured by 222 tests or inspections, is built into this new Atwater Kent A. C. set. Tone and selectivity are assured by the construction of the cabinet and double shielding of the built-in power unit. Every part of this set is protected against deterioration.

**2. Beauty and compactness.** The new satin finish gives you your choice of two beautiful color combinations—golden bronze and antique gold or deep rich brown and antique gold. The cabinet (although this is a self-contained electric set) is even

smaller than many battery sets.

**3. Simplicity and economy.** Connecting antenna, ground and speaker, and plugging in on the nearest light socket—that's all there is to installation. Then a snap of the switch, a turn of the wrist, and the Full-vision Dial brings in any station on the air within range. The price is amazingly low because of Atwater Kent resources. And the current costs only a fraction of a cent an hour.

Come in and listen to it. Lift the lid and study its engineering perfection. And remember—nobody ever went wrong on Atwater Kent Radio.



Let Us  
Show You  
the New  
**Model 38**  
With Seven Tubes  
**\$185.50 Complete**  
It's a Great  
Distance "Getter"

We Have Chosen

## ATWATER KENT RADIO

Because:

It is made in the world's largest radio factory—

There are more Atwater Kent Receivers in use than any other—

More people are satisfied with Atwater Kent than any other—

Atwater Kent is designed to give a maximum of satisfactory service—it's "fool-proof"—

And because:

We believe it is not only the **FINEST SET AT ANY PRICE** but

The greatest **VALUE** in Radio today!

### Other Dealers in Jackson County

**BATTERY & ELECTRIC SHOP**  
Central Point

**N. B. STODDARD**  
Butte Falls

**JORDAN ELECTRIC CO.**  
Ashland

**FICK'S HARDWARE**  
Jacksonville