

NOW! A Portable Radio That WORKS FOREVER

Without Batteries, Without Tubes and NEVER WEARS OUT!

Imagine! No batteries to wear out—no tubes to replace—nothing to plug in. The result: Not only the smallest portable in the world—but the LOWEST PRICED ONE TOO!

YES, IT COST LESS THAN A TANKFUL OF GASOLINE, STANDS SMALLER THAN A PACK OF CIGARETTES!

At last it's here! One of the most incredible inventions of our century. One that will leave your friends and neighbors completely startled the moment they heard it! For the first time ever, a **lifetime pocket-size portable radio** that uses no batteries, no tubes, no transistors . . . in other words, A **MIRACLE-RADIO THAT NEVER WEARS OUT—AND PLAYS FOREVER!**

Perfect Reception . . . No Interference . . . Super-Distance Range!

Here for the first time ever is a lifetime pocket-size radio that pulls in programs as sharp and clear as if you were sitting right in the broadcasting studio. A miracle of electronic science that gives you perfect interference-free reception even in fringe areas . . . even on boats . . . why even during rain and lightning storms when other radios "stutter" with static. Yes, a completely new kind of radio—one that is so powerful, and pulls in the radio signals so strongly that it doesn't even have to warm up! You simply turn it on, it starts to play **INSTANTLY!**

Why it even pulls in broadcasts from miles and miles away as clear and sharp as if they were coming from next door. Yet, with all of this super-power reception, here for the first time ever is a pocket-size portable that is so small, so compact it is not only smaller than a pack of cigarettes . . . but it's just as light!

Weights So Little You Don't Even Realize You're Carrying It!

Just think! Here at last is a lifetime portable that is so light and takes up so little space that you can actually tuck it into the pocket of a man's shirt like a pack of cigarettes . . . or in a woman's purse just like a compact. Yes, a fine precision-made radio that you can slip into your pocket and take to work . . . on trains . . .

on planes . . . on boats . . . in stores . . . to ballparks . . . on fishing and camping trips . . . on vacations or picnics . . . yes, a lifetime pocket-portable that you'll carry with you and enjoy day in and day out all your waking hours. Why just stop and think what this means to you. Now you can tune in your favorite radio programs anytime, anywhere. Now you can listen to the news, sports, music or weather by simply reaching into your pocket and flipping a switch. And remember—there are no batteries, no tubes—nothing to ever break down, wear out or burn out . . . nothing to ever replace or repair. In fact, it will still deliver the same power, same clearness, same fidelity, 10, 20 or even 50 years from today because it **LASTS FOREVER!**

How This Amazing Pocket Radio Works—The Secret is Air!

At this point you're probably wondering "how in the world can a portable radio possibly work without batteries and tubes . . . and how can it possibly cost so little?" The answer is simple:

Recently while working on a military problem, scientists developed a new type of self-powered rectifier called a **GERMANIUM-DIODE** . . . the same miracle invention now being used on all radar and sonar equipment. This new invention actually generates its own power by drawing electric waves **RIGHT OUT OF THE AIR** just like a magnet, and converts those waves into power-producing electricity! And it is this amazing electronic discovery that finally makes it possible for you as a civilian, to own a lifetime pocket radio that uses no batteries, no tubes, no transistors. Because instead of bulking up a radio with all sorts of expensive parts and tubes . . . scientists have actually condensed an entire radio powerplant into

this one single part that is no bigger than a dime, that generates more power than 1,000 batteries and that never wears out no matter how much you use it. Because incredible as it may seem . . . each time you use it, it draws in more electric power from the air . . . it then feeds itself a new "electrical meal" . . . and stays just as strong, just as powerful as when it was brand new! But wait . . . that's not all!

2 Extra Bonus Features

To make sure that your **LIFETIME PORTABLE** doesn't merely "just play"—but gives you the finest reception possible—electronic engineers have added 2 bonus features . . . features you'd ordinarily expect to find only on extremely expensive hi-fi sets! First, there's the super-distance ferrite loop antenna that gives your **LIFETIME** pocket radio extra clarity. Next and perhaps even more important, is the direct-circuit personal earphone speaker that enables you to listen to your favorite program in complete privacy . . . why even in bed, without disturbing others. This feature alone will give you more hours of use and pleasure than you ever enjoyed from a radio before. And remember—it's yours without a single penny's extra cost. In other words, when you receive your **LIFETIME PORTABLE RADIO** you

LIFETIME GUARANTEE

Never before has a manufacturer dared to publish the guarantee you are about to read: When you order your **LIFETIME PORTABLE** we guarantee it not for a mere 90 days . . . not for just a year . . . not even for just 5 years . . . but **FOREVER!** OR WE WILL SEND YOU A BRAND NEW RADIO or refund your money completely, whichever you desire.
©Borg-Johnson Electronics Co.
9 E. 45 St., N. Y. 17, N. Y.



ACTUAL SIZE You are now looking at the first radio of its kind in history! A **POCKET-SIZE PORTABLE** that's as small as a pack of cigarettes . . . so powerful it picks up broadcasts from as far as 10 cities away—so completely different it never uses batteries or tubes—Yes, a radio that never wears out, never needs repair, actually lasts **FOREVER** . . . and best of all costs a mere \$4.95 complete and ready to operate!



A PERFECT BEDTIME COMPANION TOO!—Yes, thanks to the personal earphone attachment included with your **LIFETIME PORTABLE** . . . you can even enjoy your radio in bed without disturbing others. Simply use the superphonic earphone and you can listen to your lifetime portable any hour, because only you will be able to hear it. This attachment alone would cost you several dollars with any other portable but with your **LIFETIME PORTABLE** it costs you not a penny extra if you take advantage of this **FREE-TRIAL** offer now!

are not getting a toy or some flimsy gadget . . . but a true precision engineered portable radio that is guaranteed to outlast any radio ever sold in this country before! It must last forever—you must never have to invest even one cent for new parts or repairs . . . you can even run your **LIFETIME PORTABLE RADIO** 24 hours a day,

each and every day of the year and still not wear it out . . . or it costs you nothing. Whether it be 1 year, 5 years, or even 25 years from now, we guarantee your **LIFETIME PORTABLE RADIO** will still be playing with "brand new clearness and power" and on the **ORIGINAL PARTS!** Never before has there been a guarantee as strong as this!

TRY IT FOR 10 DAYS!

Yes, try the **LIFETIME PORTABLE** for 10 days at our expense! And if after hearing its tone and clarity . . . you don't agree this is truly the most sensational portable radio you've ever seen in this country before, then simply return it and it has not cost you a cent. Yet have tried it entirely at our expense!

Springtime Rush For Portables Is Exhausting Our Supply.

This FREE-TRIAL Offer May End Any Day—SO ACT NOW!

Now, the price of your **LIFETIME PORTABLE RADIO** on this special offer is an unbelievably low \$4.95 . . . probably the lowest price a portable has ever been sold for. And remember—with the **LIFETIME PORTABLE** there are no repairs, no tubes to replace, no batteries to ever buy; so it not only pays for itself but in the long run saves you money, too. However, at this low price, the enormous surge of orders is dwindling our supplies rapidly. So to take advantage of this **FREE-TRIAL OPPORTUNITY**, send the no-risk coupon today.

MAIL FREE-TRIAL COUPON TODAY

BORG-JOHNSON ELECTRONICS Inc. Dept. R-400
9 East 45th St., New York 17, N. Y.

Send me my **LIFETIME PORTABLE** (complete with personal earphone attachment and built-in super distance antenna) right away with this understanding: If I don't agree that this is by far the greatest value offered on a portable radio . . . If I don't receive perfect, clear reception at all times and in all weather . . . and if my lifetime radio doesn't play **FOREVER** without my having to replace a single part . . . then you will refund my money immediately.

CHECK OFFER DESIRED

☐ I enclose \$4.95 on money back guarantee. (I save 50c in handling and C.O.D. charges.)

☐ **SAVE MORE!** I enclose \$8.95 for two radios (one for myself, one for a friend) and I save \$1.00.

NAME _____

ADDRESS _____

CITY _____

STATE _____

☐ C.O.D. orders accepted. Send my Lifetime Pocket-Portable C.O.D. I will pay postman \$4.95 plus C.O.D. postage. Same money-back guarantee of course.

USE IT A THOUSAND DIFFERENT WAYS



PERFECT FOR THE BEACH: No more lugging around "lunchbox-size" radios. New **LIFETIME PORTABLE** is as easy to carry as a pack of cigarettes.



FISHERMAN'S DELIGHT—makes fishing a pleasure even when the fish don't bite. Hours of pleasure tucked into your hip pocket.



RELAX WITH A "RADIO-BREAK" during work. Order one **LIFETIME PORTABLE** for home, one to leave in your desk drawer at the office.