

RCA GLOBE TROTTER

903



1939

JUNE 1938
Volume 2 Number 3

PRESENTING
the New
RCA VICTOR MAGIC
BRAIN "Q" MODELS

RCA VICTOR



J. M. Regottaz, export manager, Radio and Victrola Division, describes the new line and makes a point with a story that brings smiles to the faces of Juan Castro (Cuba), M. Abramovich (Palestine) and Carlos Touché (Mexico).



J. D. Cook (RCA Victor, Camden), Paul Dana (RCA Victor, Brazil), Alvin Bletterman (Panama), and John Pollack (South Africa) caught in a conversational group by the candid camera between sales sessions at the convention. J. A. Blondo in the foreground.



Smiling countenance of R. D. Azcarraga, RCA Victor's star distributor in Mexico City, was present everywhere at the convention.



EXPORT DISTRIBUTORS

ATTEND SALES CONVENTION TO VIEW NEW 1939 MODELS

RCA Victor presented its new 1939 models to its domestic and export distributors from all parts of the world at its annual convention held this year at Atlantic City, from May 19 to 22.



J. Pollack, of South Africa, J. Miguel and Ovid Riso, of Camden, and J. Blondo, of Italy, lend the international aspect to this candid camera shot.



Above: Closing banquet to RCA Victor Distributors at which Mr. David Sarnoff, President of the Radio Corporation of America, was the principal speaker.



Left: John Pollack, of H. Pollack & Co. S. Africa, discusses with M. Abramovich, Palestine Radio Corporation, the bigger sales volume possible this year with the exclusive new export models. Paul Dana, of Brazil, silently agrees.



ANNOUN

14 NEW MAGIC BRAIN "Q"
MODEL RADIOS AND RCA VIC-
TROLAS DESIGNED EXCLU-
SIVELY FOR EXPORT MARKET

52 NEW RADIO AND RCA
VICTROLA MODELS OF THE
STANDARD LINE OF DOMES-
TIC INSTRUMENTS

COMPLETE ADVERTISING
AND SALES PROMOTION FOR
BOTH LINES OF INSTRU-
MENTS

1939

C I N G



J. M. REGOTTAZ

TWO NEW SERIES OF HIGH-QUALITY RADIOS AND VICTROLAS— INCLUDING 14 MODELS, DESIGNED ESPECIALLY FOR EXPORT TRADE

This year, RCA Victor announces not one, but two complete and distinct lines of radios and Victrolas, embracing the most extensive variety of models ever made available to the trade by any manufacturer, and affording our distributors an unusual opportunity to select those models best suited to their market requirements.

Of first importance to our export trade is the line of fourteen new Magic Brain "Q" models, *designed especially and exclusively for export service*. In addition, we offer for export, our standard domestic line of 52 models intended primarily for the American market, and featuring push-button Electric Tuning and other novel innovations.

In projecting the Magic Brain "Q" models, RCA Victor engineers were given "carte blanche" to produce a line of modern radios that would surpass all others in reception and performance, especially of distant, weak, signals, which are the ultimate test of a high-grade receiver.

The Magic Brain "Q" models represent a radical departure in the design and manufacture of radios for international markets, because they incorporate unusual technical features, circuit designs and *specially-treated component parts and cabinets*. Each model has extra power, extra sensitivity and selectivity, and greater tone

range, so necessary for good long-distance, short-wave performance; together with adequate controls to permit complete adaptability to special local conditions.

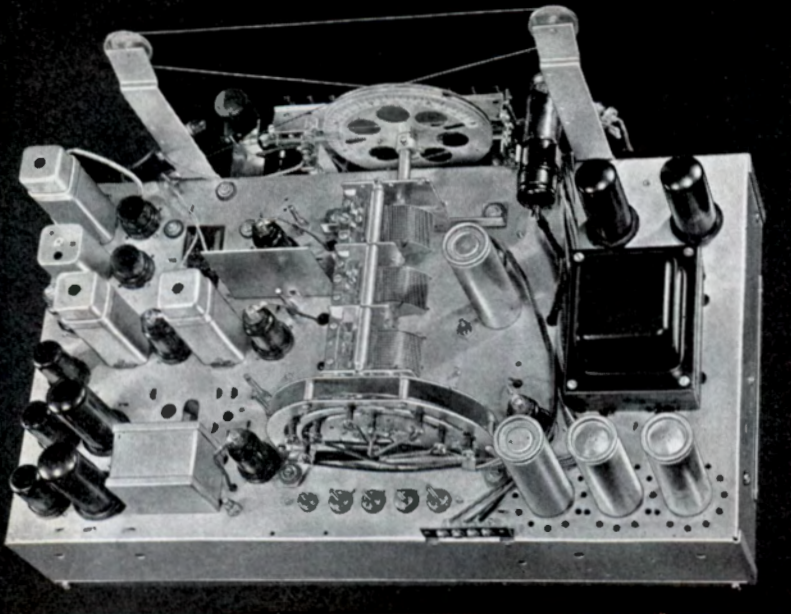
The standard line of domestic receivers is distinctive and complete, featuring a full range of push-button Electric Tuning receivers at prices no greater than previous manually-operated receivers. The standard line incorporates innumerable other important features which are fully described in the following pages, which also include illustrations of distinctive cabinets that will establish new design trends. The new Magic Brain "Q" models and the standard line provide a wide range from which to meet every conceivable special requirement.

As a result of manufacturing economies and engineering skill, costs have been reduced so that, with all of its superior quality features, the RCA Victor 1939 models are priced *lower than ever before*. Dollar for dollar, they are completely out of reach of any competitive line in performance, appearance and value.

RCA Victor is confident that the courage and vision underlying the conception and production of the 1939 models will be equalled by your enthusiastic reception and aggressive effort to capitalize the opportunity which is offered you.

Export Manager
Radio and Victrola Division

TECHNICAL FEATURES OF



An example of the beautiful design and workmanship of RCA Victor chassis



L. M. CLEMENT
Vice-president
in charge of engineering

In designing and engineering the new export line of RCA Victor Magic Brain "Q" models for 1938, foremost in our minds was the need of great reserve sensitivity, selectivity and power, particularly for short-wave service. These important basic requirements were to be combined in circuits, and made of com-

ponents, that would assure stability in operation under the most severe conditions in tropical and remote territories. In addition these new models had to have adaptability to varying conditions and requirements, ease and flexibility of operation, tone quality in keeping with forty years of RCA Victor tradition, and styling in the best up-to-date manner.

EXTRA SENSITIVITY IN ALL "Q" MODELS

By the use of an RF stage and two IF stages in a vastly improved circuit, the sensitivity of the Models 12Q4, 12QK, 12QU, 11Q4, 11QK, 11QU, 10Q1, 8QB, and 8QK, has been increased to such a degree where it is safe to say that any signal above the noise-level at the place of operation can be satisfactorily received. In those territories which largely depend on long distance short-wave reception for regular entertainment, these new instruments will provide a new thrill and enjoyment never possible before. In all territories, the ample reserve sensitivity, conveniently controlled by a sensitivity switch providing easy adaptation to local receive-

ing conditions, will be available to always insure optimum performance whenever needed.

SELECTIVITY GREATLY IMPROVED

The same models enumerated above also incorporate six tuned circuits in the IF amplifier, as compared with four tuned circuits usually employed. The selectivity of these models is, therefore, considerably sharper than that of the ordinary receiver. This extra selectivity is particularly valuable on bands where the broadcasting frequencies of high-powered stations are close together, as in the case of the European countries. It is also invaluable in coping with the congestion existing on certain of the international short-wave broadcast bands.

Selectivity control (variable selectivity) is incorporated and featured in Models 8Q4, 11Q4, 11QK, 11QU, 12Q4, 12QK and 12QU.

HIGHER FIDELITY—BETTER TONE

In Models 12Q4, 12QK, and 12QU, the fidelity control, which is combined with selectivity control, provides three steps of selectivity and one of high-frequency audio tone control. In this combined (fidelity) control the selectivity is automatically reduced when set for "high fidelity" reproduction, thus providing passage for the full tonal range of high-grade local broadcasts when such are available. On the other hand, turning back the control slightly, switches to full selectivity and eliminates interference from adjacent stations.

The audio-frequency amplifier of the Models 12Q4, 12QK, and 12QU, uses a stabilized feedback circuit, which tends to preclude any possible distortion in the audio amplifier and eliminates the characteristic "fuzziness" present to some extent in most radio receivers. In addition, this circuit eliminates the "barrel" effects on

low-frequency tones which are present in ordinary receivers.

NEW DIALS WITH SPREAD BANDS

Models 12Q4, 12QK, and 12QU have, in addition to the continuous short-wave coverage provided by all "Q" models, full spread bands for the 49, 31, 25 and 19 meter international short-wave entertainment bands. This feature makes the tuning of short-wave stations as easy as of standard waves and furthermore allows accurate calibration of stations in these bands. This is of great importance in areas which are largely dependent on short-waves for entertainment.

ELECTRIC TUNING

Electric Tuning is incorporated in Models 11Q4, 11QK, and 11QU, using newly designed dials and escutcheons with piano-key push buttons. In this new design, the motor-driven station selector is quieter and quicker in action, since the dial pointer goes directly from one station to another without making a full circuit of the dial as in previous electric motor tuning models.

Models 11Q4, 11QK, 12QK, 12Q4, 8Q4, 10Q1, 11QU and 12QU all use the large overseas type of dial, the first four with the new "waterfall" design, which adds to the simplicity and ease of tuning from any position. All receivers of eight tubes and over employ an ingenious dual tuning ratio of 10:1 and 50:1, only one knob being used for both ratios.

Another decided improvement in all of the new Magic Brain "Q" models is the facility with which Victrola attachments (record players) can be adapted to them and phonograph records played at will. For instance, in Models 11Q4 and 11QK, the Victrola attachment is simply plugged into a jack in the chassis and the switching from radio to phonograph, or vice

THE MAGIC BRAIN "Q" MODELS

DEVELOPED ESPECIALLY FOR INTERNATIONAL MARKETS

versa, is accomplished by pressing the button marked "Victrola" or "Record Player."

IMPROVED FEATURES MEAN BETTER PERFORMANCE

Even the smallest details have not been overlooked to insure the finest performance of these new Magic Brain "Q" models. For example, extreme care has been used at every point in designing this new line to insure against microphonic howl. Some of these design points are: (1) Heavy end-plate oscillator tuning condensers; (2) New flexible chassis-mounting cushions; (3) Rubber-mounted speaker; (4) Flexible mounting of oscillator tube socket; (5) Shelf separation of chassis and speaker.

A new type volume control, which uses a spring connector to insure positive electrical contact between the slider and arm terminals, is used exclusively in all these export receivers of eight tubes and over. This eliminates any noise or mechanical trouble that might otherwise arise due to

irregular pressure connections between the slider ring and terminal.

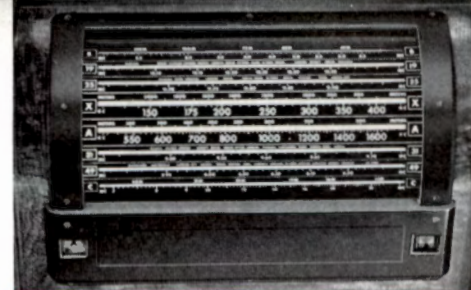
IMPROVED STABILITY FOR FOREIGN MARKETS

Every precaution has also been taken in the design of these receivers to insure their utmost stability against the effects of extreme temperatures and humidity in the tropical and sub-tropical countries, such as the groove-winding of short-wave coils and the heavy wax treatment of all coils. Another feature is the metal sealing of dry electrolytic condensers. Furthermore, improved air dielectric trimmer condensers, magnetite core IF transformers, and "X" and "A" band oscillator coils—contribute in no small measure to the superior stability and performance of these new models.

INTERCHANGEABLE POWER SUPPLY

Another important item of this new Magic Brain "Q" line for export service is the "separate power supply unit" feature and its flexibility as to operation from any

(Continued on Page 25)



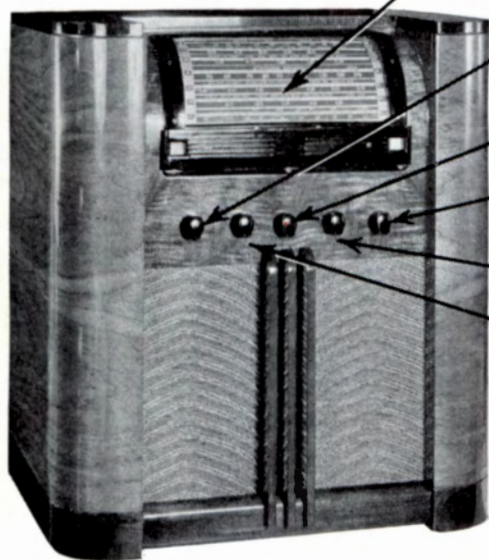
Water-fall type of Overseas Dial featured in the 12Q4 model of the Magic Brain Q line. Employs individual spread bands for the 49, 31, 25, and 19-meter bands.



Electric tuning, Water-fall type of Overseas Dial offered in model 11Q4. Incorporates the new piano-key push buttons for electric tuning or switching to manual tuning, or an Electrola Attachment.

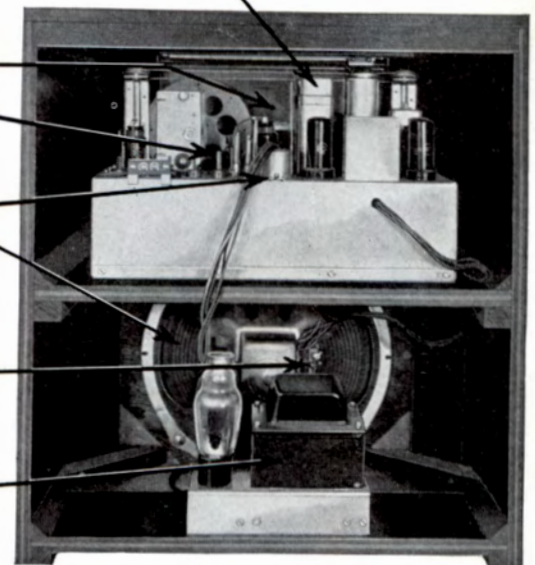


Straight-line type of Overseas Dial incorporated in model 10Q1. This dial is simple in design but exceptional in tuning ease and readability.



Front view of Magic Brain Model 12Q4.

- Straight-line Overseas Dial with individual Band - spreaders
 - Magnetite Core "Frequency-locking" Transformers
 - Volume Control
 - Receptacle for Plug-in Victrola Attachment
 - Air-dielectric Trimmer Condensers
 - Bass Control
 - Band-changer Control
 - Sensitivity Switch
 - 12-inch Electro-Dynamic Speaker
 - 2-Speed Vernier Tuning with 10:1 and 50:1 ratio
 - Selectivity and Fidelity Control, and Victrola Attachment Switch
 - Plug for Extension Speaker
- Power Supply for 110 volts AC, 50-60 cycles. Four other power supply units are available which can quickly and simply be substituted for operation from 100 to 250 volts, 50 to 60 cycles AC; 105 to 125 volts, 25 to 60 cycles AC; 105 to 125 volts DC, and 200 to 250 volts DC.



Rear view of Magic Brain Model 12Q4.

New MAGIC BRAIN "Q" MODELS

ARE MOST REMARKABLE VALUES EVER OFFERED TO THE EXPORT TRADE



The fourteen RCA Victor new Magic Brain "Q" models for 1939 are unquestionably the most remarkable line of radios ever presented by any radio manufacturer to the export trade. Designed exclusively for export service, every one of these models has evoked unstinted praise and enthusiastic comments from our export distributors who viewed them at the Atlantic City Convention.

MAGIC BRAIN MODEL 12Q4

Outstanding among the table models in this line is, of course the 12Q4. For reception ability, tone-quality, ease of tuning, and its "controlled performance" features, it has no equal. With its special 12-tube 8-band export chassis, the new Magic Brain, Magic Eye, 10:1 and 50:1 tuning ratios, the large overseas waterfall dial, complete coverage of all the bands from 13 to 2000 meters, plus band spread on the 49, 31, 25 and 19 meter entertainment bands, it offers

luxury in all-wave reception and tuning ease. Separate power supply permits either AC or DC operation without sacrifice in performance. Other features are—High Fidelity, variable selectivity, sensitivity control, RF stage, 2 IF stages, excellent volume at 12 watts, push-pull output, 12" electrodynamic speaker, high frequency and bass tone controls, rubber-cushioned chassis and condensers, air trimmers, automatic bass compensation, stabilized feedback, radio-phonograph switch, plug-in Victrola connection, plug for extension speaker, and temperature-compensated circuits.



J. A. MIGUEL
Assistant Export Manager
Radio & Victrola Division

MODEL 11Q-4

11-Tube, 4-Band Chassis with New Magic Brain • Electric Tuning (8 Stations) • Armchair Control (Optional) • Magic Eye • Special Export Chassis • One Radio Frequency Amplifier Stage, and two Intermediate Amplifier Stages • Tropical Cabinet • Temperature-Compensated Circuits • Straight-Line Overseas Dial • Vernier Tuning • 12 watts Push-Pull Output • 8-inch Electro-Dynamic Loudspeaker • Automatic Volume Control • Antenna Terminal Board • Victrola Button • Plug-in Victrola Connection • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Automatic Bass Compensation • Sensitivity Switch • Air-Dielectric Trimmer Condensers • Variable Selectivity

TUNING RANGE: 150-400, 545-1650, 2300-7000, 7000-22,000 kcs., providing local broadcasts, continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and the European long-wave band.

DE LUXE CONTINENTAL UPRIGHT TABLE MODEL CABINET featuring fine woods expertly prepared and carefully matched. Top is of heart walnut with striped walnut veneer on either side. The ends are of heart walnut veneer with end rails of striped walnut veneer on either side of the instrument panel to enliven its beauty. H 21 $\frac{5}{8}$ ", W 18 $\frac{1}{2}$ ", D 11 $\frac{1}{8}$ ".

MODEL 12Q-4

12-Tube, 8-Band Chassis with New Magic Brain • Two-speed Vernier Tuning • Straight-line Overseas Dial • Special Export Chassis • High Fidelity • Magic Eye • Separate Power Supply • Convertible to AC or DC Operation • One Radio Frequency Stage and two Intermediate Frequency Amplifier Stages • Spread Bands for Short-Wave Reception • Temperature-Compensated Circuits • Radio-Victrola Switch • Plug-in Victrola Connection • 12-inch Electro-Dynamic Loudspeaker • 12 watts Push-Pull Output • Low-Frequency Tone Control • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Improved Automatic Volume Control • Variable Selectivity • 2-Point Bass Compensation • Inverse Feedback for Low Distortion • High Fidelity Reproduction • Air-Dielectric Trimmer Condensers • Sensitivity Switch • Automatic Bass Compensation

TUNING RANGE: 150-400, 530-1625, 2300-7000, 7000-22,000 kcs. providing local broadcasts, continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and the European long-wave band. Features the 49, 31, 25 and 19-meter bands each on individual Super-Band-Spread Dial Strips.

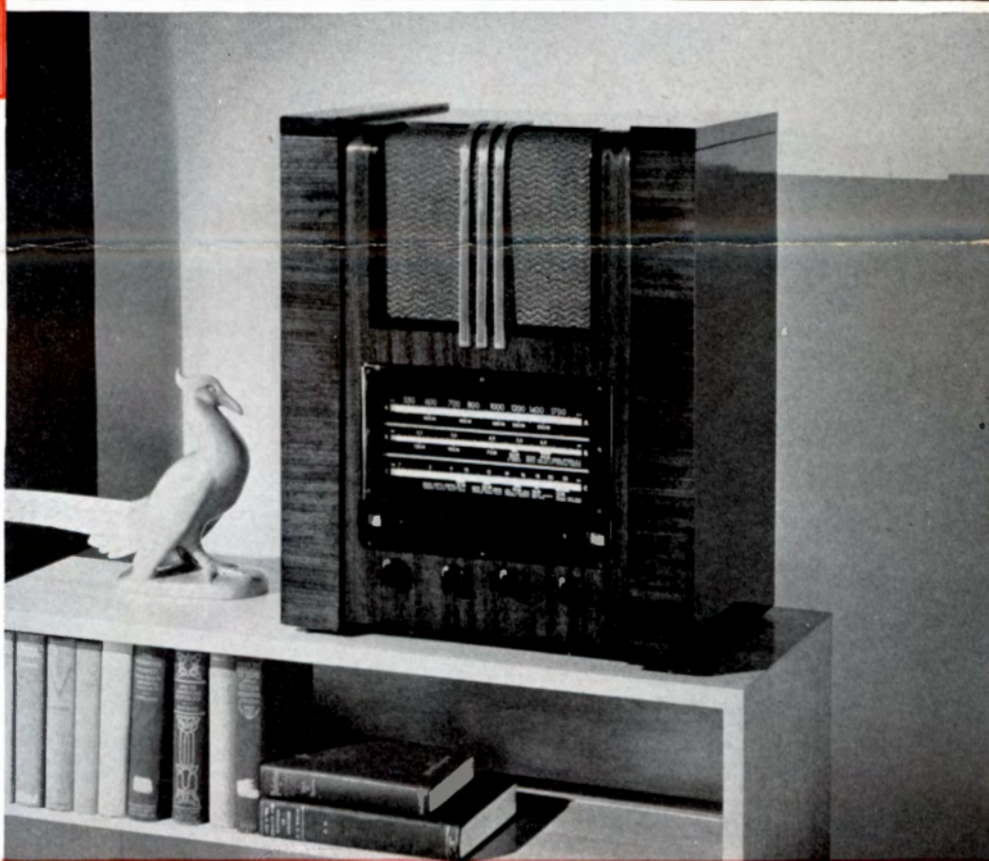
DE LUXE UPRIGHT CONTINENTAL TYPE TROPIC-PROOF CABINET of luxurious design. Top is of butt walnut veneer with a decorative band of striped walnut on either side. Front is center-matched butt walnut veneer. Ends and end rail are heart-matched walnut. Hand-rubbed lacquer finish. H 22 $\frac{7}{8}$ ", W 20", D 14".

The deluxe, tropic-proof cabinet, of artistic design—gleams with a lustrous hand-rubbed lacquer finish. This is the utmost value in a table model, and one that will sell to the most critical customer.

It is our sincere and honest conviction that by far the Model 12Q4 is the best performing all-wave receiver of the table type for home entertainment ever put on the market. The Model 12Q4 is the "plus ultra" of table radios.

MAGIC BRAIN MODEL 11Q4

Featuring "Controlled Performance," to an unusual degree, Model 11Q4 has the new 11-tube, 4-band chassis with the new Magic Brain, and remarkable features such as: improved electric motor tuning (8 stations), large overseas waterfall dial, Magic Eye, RF stage, 2 IF stages, 8" electro-dynamic loudspeaker, excellent volume with 12 watts push-pull output, Victrola "plug-in" connection, Victrola push-button, air trimmers, sensitivity control, variable selectivity, and plug for exten-



MODEL 10Q-1

10-Tube, 3-Band Chassis with New Magic Brain • Straight-line Overseas Dial • Specially Designed Export Chassis with one RF and two IF Stages • Separate Power Supply Unit • Convertible to either AC or DC Operation • 10:1, 50:1 Vernier Tuning • 8-inch Electro-Dynamic Loudspeaker • 12 watts Push-Pull Output • Continuously Variable Tone Control • Automatic Volume Control • Antenna Terminal Board • Plug for Extension Speaker • Victrola Connection • Magic Eye • Magnetite "Frequency-locking" Transformers • Band Indicator in Bezel • Sensitivity Switch • Automatic Bass Compensation • Air-Dielectric Trimmer Condensers

TUNING RANGE: 530-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and short wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive. TROPIC-TREATED CABINET with distinctively designed instrument panel and waterfall type of figured mahogany. Sides are heart walnut veneer with decorative end rails of horizontal grain striped walnut on either side of the instrument panel running up and across the top. H 22 $\frac{3}{4}$ ", W 18 $\frac{1}{4}$ ", D 11 $\frac{1}{8}$ ".



MODEL 8Q-4

8-Tube, 4-Band Chassis with New Magic Brain • Straight-line Dial • Magic Eye • Band Indicator in Bezel • Separate Power Supply • Victrola Connection • Continuously Variable Tone Control with 2-Point Selectivity Switch • Specially Designed Export Chassis with RF Amplifier Stage • Automatic Volume Control • 10:1, 50:1 Vernier Tuning • 4.5 watts output • Antenna Terminal Board • 8-inch Electro-Dynamic Loudspeaker • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Air-Dielectric Trimmer Condensers • Automatic Bass Compensation

TUNING RANGE: 150-400, 530-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts, continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and the European long-wave band.

MODERN CONTINENTAL TYPE CABINET of sturdy construction. Entire cabinet is of heart walnut veneers, beautifully blended. Hand-rubbed tropical lacquer finish. H 12 $\frac{1}{2}$ ", W 24 $\frac{1}{2}$ ", D 10 $\frac{1}{2}$ ".



MODEL 8Q-1 (Niagara Senior)

8-Tube, 3-Band Chassis with New Magic Brain • Band Indicator in Bezel • Magic Eye • Continuously Variable Tone Control • Straight-Line Dial • Victrola Connection • Separate Power Supply Unit • Convertible to either AC or DC Operation • Specially Designed Export Chassis with RF Amplifier Automatic Volume Control • Antenna Terminal Board • Magnetite "Frequency-locking" Transformers • Two-speed 10:1, 50:1 Vernier Tuning • 4.5 watts output • 8-inch Electro-Dynamic Loudspeaker • Automatic Bass Compensation • Air-Dielectric Trimmer Condensers

TUNING RANGE: 530-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts, and continuous foreign short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive.

NIAGARA TESTED CABINET smartly designed with a front of figured striped walnut on either side and beautifully blended into a butt walnut center section. Ends are heart walnut. Hand-rubbed lacquer finish. H 19 $\frac{1}{2}$ ", W 15 $\frac{1}{2}$ ", D 10 $\frac{1}{2}$ ".

sion speaker. Its tuning range, 13 to 2000 meters, completely covers local entertainment, international short-wave and the European long-wave reception bands.

The deluxe continental design cabinet completes the second outstanding value in table models for the export trade.

MAGIC BRAIN MODEL 10Q1

In a handsome walnut cabinet of modernistic styling, with a distinctively designed instrument panel and "waterfall" top of figured mahogany, and with three chromium bars on the speaker grille further enhancing its value, this powerful 10-tube, 3-band Magic Brain Model 10Q1, offers unparalleled possibilities in its price bracket. It also features the large horizontal straight-line overseas dial, Magic Eye, RF stage, 2 IF stages, 10:1 and 50:1 vernier tuning, air trimmers, 8" speaker, variable tone control, Victrola connection, sensitivity control, automatic bass compensation, plug for extension speaker, and a separate power supply, convertible to AC or DC operation.

MAGIC BRAIN MODEL 8Q4

Model 8Q4 is an efficient 8-tube 4-band chassis in a truly modern continental chest type cabinet of sturdy construction. The entire cabinet is of heart walnut beautifully blended, finished very dark, and harmoniously and effectually treated with wrap-around chromium bars over the grilles.

In addition to offering unusual attraction and eye appeal, this new Magic Brain model also includes other outstanding selling features such as, full coverage of 13 to 2000 meters, Magic Eye, RF stage, large flat overseas horizontal straight-line dial, 10:1 and 50:1 tuning ratios, variable selectivity, 4.5 watts output, 8" speaker, plug for extension speaker, separate power supply.



MODEL 5Q-4

5-Tube, 4-Band Chassis • Large, Straight-Line Dial
 • Magnetite "Frequency-locking" Transformers • Victrola Connection
 • Automatic Volume Control • Specially Designed Export Chassis with improved Link Circuit • European Long-Wave Tuning Band • Continuously Variable Tone Control

Antenna Terminal Board • 4.5 watts output • 8-inch Electro-Dynamic Loudspeaker • Vernier Tuning • Loudspeaker Dust Cover • Automatic Bass Compensation

TUNING RANGE: 150-400, 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous foreign short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and in addition also incorporates the European long-wave band.

CONTINENTAL STYLE CABINET beautifully designed in the modern manner. Top is heart walnut. Front and ends are one-piece heart walnut veneer. Hand-rubbed lacquer finish. H 10 $\frac{1}{8}$ ", W 20 $\frac{3}{8}$ ", D 9 $\frac{1}{8}$ ".



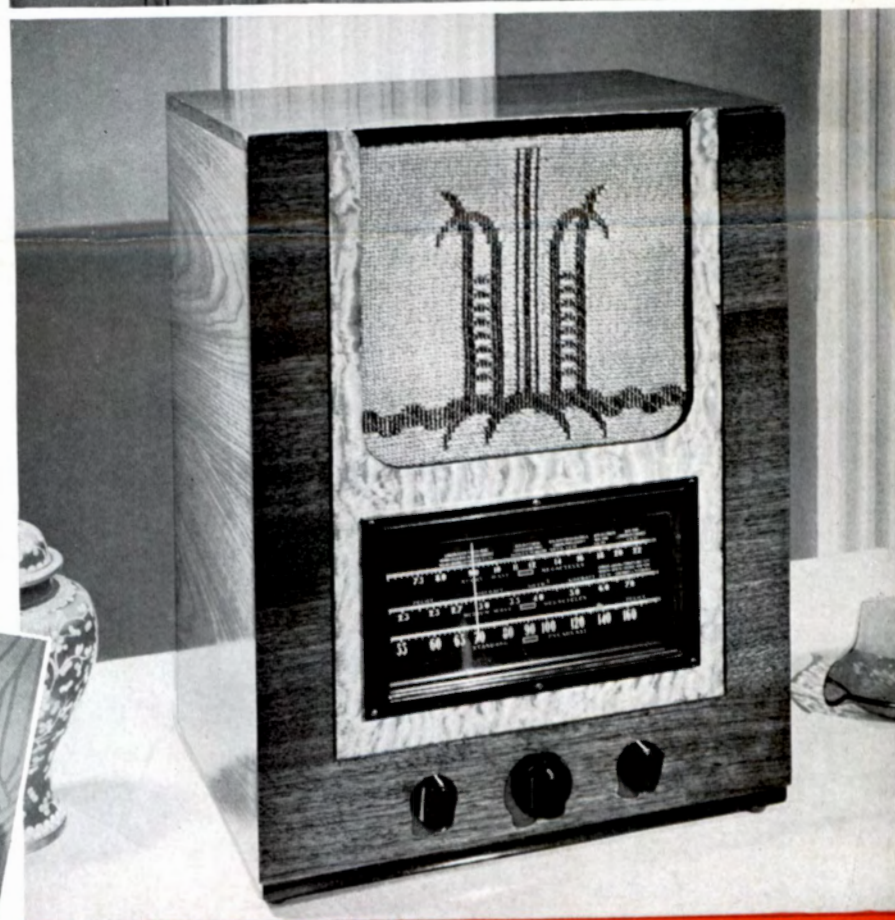
MODEL 5Q-1 (Niagara Junior)

5-Tube, 3-Band Chassis • Horizontal Straight-Line Dial
 • Continuously Variable Tone Control • Automatic Volume Control • Victrola Connection

Band Indicator in Dial • Antenna Terminal Board • Loudspeaker Dust Cover • Magnetite "Frequency-locking" Transformers • 4 watts output • 6" Electro-Dynamic Loudspeaker • Vernier Tuning • Automatic Bass Compensation

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive.

MODERN TROPIC-PROOF CABINET designed to harmonize with home surroundings. Hand-rubbed lacquer finish. H 16 $\frac{5}{16}$ ", W 11 $\frac{1}{2}$ ", D 8 $\frac{15}{16}$ ".



MODEL 5Q-2 (New Niagara)

5-Tube, 3-Band Chassis • New, Large, Straight-Line Dial • Continuously Variable Tone Control • Specially Designed Export Chassis
 • Band Indicator in Dial • Victrola Connection • Automatic Volume Control

Vernier Tuning • 8-inch Electro-Dynamic Loudspeaker • Antenna Terminal Board • 4.5 watts output • Magnetite "Frequency-locking" Transformers • Automatic Bass Compensation • Air Trimmers

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive.

BEAUTIFUL CONTINENTAL-TYPE CABINET treated for tropical service, of quilted maple carefully blended with quartered walnut in lower section. Special tropical treatment. Hand-rubbed lacquer finish. H 17 $\frac{3}{8}$ ", W 13", D 9".

1939

MODEL 12QK

12-Tube, 8-Band Chassis with New Magic Brain • Two-speed Vernier Tuning • Straight-line Overseas Dial • Special Export Chassis • High Fidelity • Magic Eye • Separate Power Supply • Convertible to AC or DC Operation • One Radio Frequency Stage and two Intermediate Frequency Amplifier Stages • Spread Bands for Short-Wave Reception • Temperature-Compensated Circuits • Radio-Victrola Switch • Plug-in Victrola Connection • 12-inch Electro-Dynamic Loudspeaker • 12 watts Push-Pull Output • Low Frequency Tone Control • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Improved Automatic Volume Control • Variable Selectivity • 2-Point Bass Compensation • Inverse Feedback for Low Distortion • High Fidelity Reproduction • Air-Dielectric Trimmer Condensers • Sensitivity Switch • Automatic Bass Compensation

TUNING RANGE: 150-400, 530-1625, 2300-7000, 7000-22,000 kcs., providing local broadcasts, continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and the European long-wave band. Features the 49, 31, 25 and 19-meter bands on individual Super-Band-Spread Dial Strips.

TROPICALLY TREATED CONSOLE GRAND CABINET: Finished in carefully selected and expertly matched American and foreign woods. The sloping instrument panel and grille panel are of beautifully matched butt walnut. Top and end rails are of butt and striped walnut. Rich, hand-rubbed lacquer finish. H 35", W 35", D 15".



MODEL 11QK

11-Tube, 4-Band Chassis with New Magic Brain • Electric Tuning (8 Stations) • Armchair Control (Optional) • Magic Eye • Special Export Chassis • One Radio Frequency Amplifier Stage and two Intermediate Amplifier Stages • Tropical Cabinet • Temperature-Compensated Circuits • Straight-Line Overseas Dial • Vernier Tuning • 12 watts Push-Pull Output • 12-inch Electro-Dynamic Loudspeaker • Automatic Volume Control • Antenna Terminal Board • Victrola Button • Plug-in Victrola Connection • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Automatic Bass Compensation • Sensitivity Switch • Air-Dielectric Trimmer Condensers • Variable Selectivity

MODEL 12QK—

TUNING RANGE: 150-400, 545-1650, 2300-7000, 7000-22,000 kcs., providing local broadcasts, continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and European long-wave band.

MODERN, TROPICALLY TREATED, CONSOLE CABINET: Massive pilasters and four vertical splats over grille opening contribute to the alluring appeal of this modern symphony of selected woods. Top, heart walnut veneer. End rails, matched butt walnut with band of allacede veneer. Hand-rubbed lacquer finish. H 41½", W 28½", D 14½".

MAGIC BRAIN MODEL 8Q1

This moderately priced 8-tube model with the new Magic Brain chassis likewise features air trimmers, horizontal straight-line tuning with 10:1 and 50:1 ratios, Magic Eye, RF stage, 8" speaker, 4.5 watts output, complete coverage from 13 to 550 meters continuously, separate power supply and convertible to AC or DC operation.

Model 8Q1 also offers excellent eye value in a continentally styled upright cabinet of smart design, with a front of striped walnut on either side and beautifully blended into a butt-walnut center section.

MODELS 5Q2 & 5Q1

Models 5Q2 and 5Q1 complete the formidable table type line of new export "Q" models. Both incorporate a very efficient three-band chassis, providing coverage from 13 to 550 meters.

The new Niagara Model 5Q2 is a worthy successor to the very efficient and popular export Model 85T8. However, the new model has a larger dial as well as a larger and more striking upright cabinet of distinctive continental design with black escutcheon and knobs set harmoniously in a quilted maple center panel. Its other important features are: 8" speaker, 4½ watts output, high frequency tone control, bass compensation, and air trimmers.

Model 5Q1—our junior Niagara model—is undoubtedly the lowest priced full-fledged AC all-wave receiver and the best value ever offered the export trade for this type of merchandise. It uses a 6" speaker and provides 4 watts output, bass compensation, and high frequency tone control.

Model 5Q1 is housed in a modern upright type walnut cabinet designed to harmonize with any home surroundings.

Both models are remarkable values at their price.

MODEL 5Q4

Here is another exquisitely designed radio receiving instrument, which we believe will find acceptance all over due to its unique and attractive cabinet of dark walnut finish, employing to excellent advantage chromium bars on speaker grille.

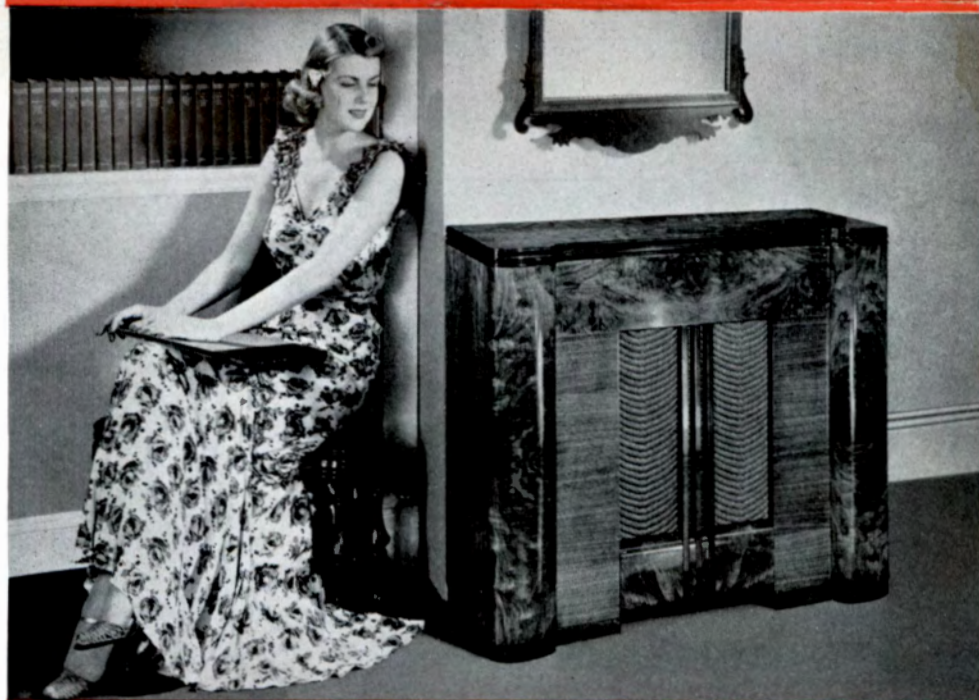
Model 5Q4 has five tubes, provides European long wave reception as well as full coverage of the standard (medium) and the short wave bands from 13 to 550 meters, horizontal straight-line dial, 3-gang variable condenser, link circuit, exceptional selectivity and sensitivity, 8" speaker, 4½ watts output. This five-tube four-band receiver should be of special interest to those located in territories where the "X" (European long-wave) band is used, and also in other markets where discriminate buyers prefer radio instruments which look different but at the same time offer neither a sacrifice in performance nor an excess in price. It also has application where local broadcasting



MODEL 11QU (Electric Tuning Radio Victrola)

11-Tube, 4-Band Chassis with New Magic Brain • Electric Tuning (8 Stations) • Armchair Control (Optional) • Magic Eye • Special Export Chassis • One Radio Frequency Amplifier Stage, and two Intermediate Amplifier Stages • Tropical Cabinet • Temperature-Compensated Circuits • Straight-line Overseas Dial • Vernier Tuning • 12 watts Push-Pull Output • 12-inch Electro-Dynamic Loudspeaker • Automatic Volume Control • Antenna Terminal Board • Victrola Button • Plug-in Victrola Connection • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Automatic Bass Compensation • Sensitivity Switch • Air-Dielectric Trimmer Condensers • Variable Selectivity • New Gentle-action Automatic Record-Changer (Changes either 10" or 12" Records) • Extended Frequency-range Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • True Tracking Tone Arm • Self Starting Motor with Flexible Coupling Drive • Manual Control Speed Regulator • Selective Record Ejector • Duplex Controls for Victrola and Radio

TUNING RANGE: 150-400, 545-1650, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and the European long-wave band. CABINET: Modernly styled with simplicity to blend with any style furniture. Top is heart walnut veneer. Top rail is four-piece butt walnut, blending beautifully with end rails of butt walnut veneer, butt matched. Ends are of heart walnut veneer. H 34", W 36¼", D 17½".



MODEL 12QU (DeLuxe Radio Victrola)

12-Tube, 8-Band Chassis with New Magic Brain • Two-speed Vernier Tuning • Straight-line Overseas Dial • Special Export Chassis • High Fidelity • Magic Eye • Separate Power Supply • One Radio Frequency Stage and two Intermediate Frequency Amplifier Stages • Spread Bands for Short-wave Reception • 12-inch Loudspeaker • 12 watts Push-Pull Output • Low Frequency Tone Control • Plug for Extension Speaker • Magnetite "Frequency-locking" Transformers • Variable Selectivity • 2-Point Bass Compensation • Inverse Feedback for Low Distortion • High Fidelity Reproduction • Air-Dielectric Trimmer Condensers • Sensitivity Switch • Automatic Bass Compensation • Extended Frequency-range Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • New Gentle-action Automatic Record-Changer (Changes either 10" or 12" Records) • Self-starting Constant-speed Motor with Flexible Coupling Drive • True-tracking Tone Arm • Selective Record Ejector • Duplex Controls for Victrola and Radio • Manual Control Speed Regulator

TUNING RANGE: 150-400, 530-1625, 2300-7000, 7000-22,000 kcs., providing local broadcasts, continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, and the European long-wave band. Features the 49, 31, 25 and 19-meter bands each on individual Super-Band-Spread Dial Strips. CABINET: Modern style. Top, beautifully finished in four-piece figured walnut veneer. Front top rail is of butt walnut veneer. Grille rails are of beautifully finished stripe walnut veneer with end rail of magnificently figured butt walnut veneer. Ends are heart walnut veneer. Hand-rubbed lacquer finish. H 36", W 39¼", D 16½".



←←← MODEL 8QB

8-Tube, 3-Band Chassis with New Magic Brain • One Radio Frequency and two Intermediate Frequency Amplifier Stages • Straight-line Dial • Controlled Dial Illumination • Victrola Connection • 8-inch permanent Magnet Loudspeaker • Two Speed Vernier Tuning • Automatic Volume Control • Continuously Variable High-Frequency Tone Control • Specially Designed Export Chassis • Separate Power Supply Unit • Available for either 6 volt DC Operation or 110/250 volt 25-60 cycle Operation • Ample Volume • Loudspeaker Dust Screen • Excellent Selectivity • Sensitivity Switch

TUNING RANGE: 530-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts, and continuous short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive.

MODERN UPRIGHT TROPIC PROOF CABINET of sturdy construction. Entire cabinet of heart walnut veneer ornamented with front end rails of butt walnut veneer. H 20 $\frac{3}{8}$ " W 17" D 11 $\frac{1}{8}$ ".

MODEL 8QBK

8-Tube, 3-Band Chassis with New Magic Brain • One Radio Frequency and Two Intermediate Frequency Amplifier Stages • Straight-line Dial • Controlled Dial Illumination • Victrola Connection • 12-inch permanent Magnet Loudspeaker • Two Speed Vernier Tuning • Automatic Volume Control • Continuously Variable High-Frequency Tone Control • Specially Designed Export Chassis • Separate Power Supply Unit • Available for either 6 volt DC Operation or 110/250 volt 25-60 cycle Operation • Ample Volume • Loudspeaker Dust Screen • Excellent Selectivity • Sensitivity Switch

TUNING RANGE: 530-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive.

TROPICALLY TREATED CONSOLE CABINET, specially designed to fit into the living room as naturally as an easy chair. Top is four-piece matched butt walnut veneer with band of striped walnut veneer on either side. H 35" W 32" D 12 $\frac{1}{8}$ ".

conditions make of especial importance additional selectivity in a low priced model.

MAGIC BRAIN MODEL 12QK

In the lustrous console grand cabinet of Model 12QK is housed the same 12-tube, 8-band high-fidelity chassis described in Model 12Q4. The larger cabinet naturally affords even finer reproduction, resulting in increased brilliancy of tone quality. This deluxe cabinet has a fineness of line and surface enhanced by the treatment of the grille opening and the large over-seas waterfall dial. The carefully selected and expertly matched heart, butt walnut, and striped-walnut veneers with gleaming hand-rubbed, tropic-proof, finish present a strikingly handsome appearance.

In performance and tone, as well as in cabinet appeal, this fine instrument is unequalled in a radio for its home entertainment value.

MAGIC BRAIN MODEL 11QK

Similarly, the rich, handsome console cabinet of the 11QK houses the same 11-tube electric tuning chassis as in the table Model 11Q4 with a larger size (12") speaker. Massive pilasters and four vertical splats over the grille opening contribute to the alluring appeal of this modern symphony of fine woods. The top, of heart walnut veneer, and end rails of matched butt walnut, add to the stellar appearance of this electric tuning "Q" model.

MAGIC BRAIN RADIO-VICTROLA MODEL 11QU

This moderne-style RCA Victrola is also an instrument of true musical distinction and an astonishing value at its price. It incorporates an 11-tube chassis already described for the Model 11QK, and a new automatic record-changing Victrola with a host of new features. It automatically changes mixed 10" or 12" records, and has feather-touch pick-up with the new top-loading needle socket, true tracking tone arm, self-starting motor, speed regulator, selective record ejector, duplex controls for Victrola and radio, record pocket, and a plug for extension speaker.

The attractive cabinet is of simple but moderne and extremely pleasing lines, designed to blend with any style furniture.

(Continued on Page 25)



IMPROVED ELECTRIC TUNING FOR ALL IS KEYSTONE OF NEW RCA VICTOR STANDARD LINE OF DOMESTIC MODELS



PAUL RICHARDSON

by

PAUL RICHARDSON

Manager, Radio and Victrola Sales

Many months of intensive research, study and development were devoted to the creation of our Standard Line of receivers to the end that in the American radio market, which is the most competitive in the world, our distributors could occupy an unchallenged position of leadership. Many of the models and features of this planning and creation are suitable to the needs of our export trade, where many of our Standard Line domestic models have found great acceptance in past years.

Last year, RCA Victor's Electric Tuning radio sales nearly equalled the combined sales of all other manufacturers' sets with this tuning feature. There can be no question about the importance of that feature this year and, for 1939, RCA Victor offers electric tuning in its Standard Line not only in deluxe and medium-priced merchandise, but in very low-priced table models as well.

Styling has come to play a more important part in radio merchandising. RCA Victor master stylists and the famous consulting authorities retained by RCA Victor, have evidenced their ability and art in the

cabinet and dial styling of this year's models. RCA Victor offers a complete choice of authentically designed cabinets for every type of home furnishings, including exquisite 18th century cabinets, ultra-modern console grands, and continental-style table models.

In the improvement of tone quality, RCA Victor has kept pace with its many other sensational advances. New, greatly improved sound circuits carefully guard against unwanted signals and noise. The electric Magic Voice scientifically cancels distortion and releases only pure tones. Such reproduction fully deserves the title of "High Fidelity."

On practically all 1939 RCA Victor models, a push-button control marked "Victrola" (Record Player) is included on the instrument panel. In many models, a jack is also included in the instrument for plugging in a Victrola attachment. This control, with the addition of an RCA Victrola attachment, becomes a simplified key to a vast new world of recorded music.

RCA Victor is confident that you will be proud to present the new Standard Line of 1939 models to your trade.

UNPRECEDENTED VALUES AND PRICE RANGE OFFERED IN 1939 STANDARD LINE



MODEL 99T

3-Band Straight-line Dial • 9 Tubes • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • Master Noise Eliminator • Armchair Control (Optional) • Magic Brain • Magic Eye • RCA Metal Tubes

Continuously Variable Tone Control • Vernier Tuning • Automatic Tone Compensation • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • Band Indicator • Air Trimmers • 8" Electro-Dynamic Speaker • RCA Victor Master Antenna • 12 watts Push-Pull Output • Rubber-floated Tuning Condenser • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local and continuous foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

DE LUXE CONTINENTAL UPRIGHT TABLE MODEL CABINET featuring fine woods expertly prepared and beautifully matched. Top is of four-piece matched butt walnut veneer. Front is "V" matched striped walnut veneer with butt walnut veneer at the base. Hand-rubbed lacquer finish. H 20 $\frac{1}{8}$ ", W 19 $\frac{1}{8}$ ", D 11 $\frac{1}{8}$ ".

Our standard Line of domestic instruments for 1939 comprises a great array of table models, consoles, radio-Victrola combinations, Victrolas and Victrola attachments. Following up last season's tremendous success with RCA Victor Electric Tuning in the American market and in some of our export markets, where satisfactory, local, standard-wave reception is available, this same feature has been greatly augmented so that in the 1939 line, Electric Tuning is now available in a price range that is within reach of every possible customer.



A. M. FRESNEDA
Radio and Victrola Division

Newly designed dials are featured with larger numerals for better legibility. Names of foreign cities and their location on the tuning scales are shown more clearly on the international tuning bands. Many improvements and refinements in the design of the chassis, including the Magic Brain, have been made throughout the entire standard line. New circuits and improvements in the loudspeakers have brought tone reproduction in these models to a point that has never been attained before. Cabinets have been restyled; many table models are in the continental manner, certain console models in the modern

(Continued on Page 18)



MODEL 97T

3-Band Straight-Line Dial • 7 Tubes • Improved Electric Tuning (6 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • Magic Eye • RCA Metal Tubes

Continuously Variable Tone Control • Automatic Tone Compensation • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • 4 watts output • Vernier Tuning • Band Indicator • Electric Tuning Indicator • Rubber-floated Tuning Condenser • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

CONTINENTAL STYLE CABINET beautifully proportioned and designed in the modern manner with grille opening which rolls over the top of cabinet. Top of front section is orientalwood veneer with "V" matched walnut veneer above and below. Top, butt walnut veneer in center with bands of orientalwood on either side. Hand-rubbed lacquer finish. H 12 $\frac{1}{16}$ ", W 15 $\frac{3}{8}$ ", D 8 $\frac{1}{2}$ ".

RCA VICTOR 98X—Identical in appearance to 97T; AC-DC operation and 8 tubes (1 ballast.)



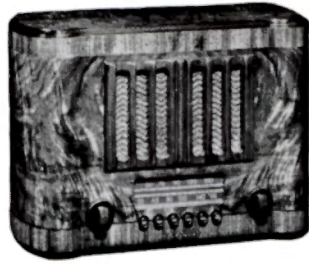
MODEL 96T-3

3-Band Straight-Line Dial • 6 Tubes • Improved Electric Tuning (6 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • RCA Metal Tubes

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Automatic Volume Control • 4 watts output • Band Indicator • Vernier Tuning • Rubber-floated Tuning Condenser • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and continuous foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

CONTINENTAL STYLE CABINET of truly distinctive design with corners softly rolled into a recessed control panel. Front, lacewood veneer with striped walnut across the bottom. Top, carefully selected and matched four-piece butt walnut veneer. Hand-rubbed lacquer finish. H 12½", W 15½", D 9¾".



MODEL 96T-1

Standard Broadcasts • 6 Tubes • Improved Electric Tuning (5 Stations) • RCA Metal Tubes • Illuminated Horizontal Dial

Continuously Variable Tone Control • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • Vernier Tuning • Rubber-floated Tuning Condenser • Temperature-compensated Circuits • 4 watts output • Electro-Dynamic Speaker

TUNING RANGE: 540-1720 kcs.

CONTINENTAL STYLE CABINET of alluring, ultra-modern design. The recessed front of this cabinet, together with the gentle "sweep" of the rolled ends, offer the discriminating buyer a cabinet that is "different" but decidedly in good taste. Top is four-piece matched butt walnut veneer. Front and ends are butt walnut veneer carefully selected for pleasing effect. Hand-rubbed lacquer finish. H 11¼", W 15½", D 6¾".



MODEL 96T-2

2-Band Straight-Line Dial • 6 Tubes • Improved Electric Tuning (6 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • RCA Metal Tubes

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Automatic Volume Control • 4 watts output • Band Indicator • Vernier Tuning • Rubber-floated Tuning Condenser • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 5800-18,000 kcs., providing local broadcasts and short-wave reception on the 49, 31, 25, 19 and 16-meter bands.

CONTINENTAL STYLE CABINET that will add to the attractiveness of any home. Entire cabinet heart walnut veneer with horizontal bands of orientalwood veneer at top and near the base. Selected grille cloth and two vertical grille splats add to the decorative appearance of this model. Hand-rubbed lacquer finish. H 12½", W 15", D 8¾".



MODEL 95T-5

Illuminated Horizontal Dial • 5 Tubes • Improved Electric Tuning (5 Stations) • Standard Broadcasts • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • Vernier Tuning

TUNING RANGE: 540-1720 kcs.

CONTINENTAL STYLE CABINET of unusual beauty. Finished in carefully selected and expertly matched butt and heart walnut veneers. Attractive wrap-around corners and decorative grille splats contribute to the striking appearance of this model. Hand-rubbed lacquer finish. H 9¾", W 11¼", D 6¾".



MODEL 96T

Illuminated Horizontal Dial • 6 Tubes • Improved Electric Tuning (5 Stations) • Standard Broadcasts • Continuously Variable Tone Control • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • Temperature-compensated Circuits • Electro-Dynamic Speaker • 4 watts output

TUNING RANGE: 540-1720 kcs.

CONTINENTAL STYLE CABINET of distinctive charm. Hand-rubbed lacquer finish. H 9¾", W 11¼", D 6¾". RCA VICTOR 97X—Identical in appearance to the 96T but with AC-DC operation and 7 tubes (1 ballast).



MODEL 95T-1

Illuminated Clock-Type Dial • 5 Tubes • Superheterodyne • Standard Broadcasts • RCA Metal Tubes • Electro-Dynamic Speaker • Magnetite "Frequency-locking" Transformers • Automatic Volume Control

TUNING RANGE: 540-1720 kcs.

MODERN CHEST-TYPE CABINET of heart walnut veneer. Three horizontal bands of selected imported Zebra wood veneer add just the desired touch of contrast. H 8", W 10½", D 6".



MODEL 95X

AC-DC • 5 Tubes (Including 1 Ballast Tube) • Standard Broadcasts • New Illuminated Semi-Horizontal Dial • Built-in Antenna

Improved Dynamic Speaker • Beam Power Output • Excellent Selectivity and Sensitivity • Remarkable Tone Quality

TUNING RANGE: 540-1720 kcs.

MODERN CHEST-TYPE CABINET of striking beauty, finished in heart walnut veneer with band of Zebra wood through dial opening. Wrap-around corners add to the tasteful styling of this alluring model. H 7½", W 10½", D 5¾".



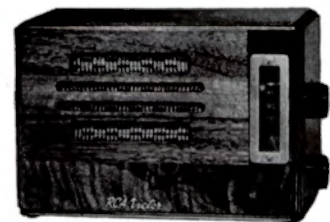
MODEL 95X-1

AC-DC • 5 Tubes (Including 1 Ballast Tube) • Standard Broadcasts • Improved Electric Tuning (5 Stations) • New Illuminated Semi-Horizontal Dial • Built-in Antenna

Improved Electro-Dynamic Speaker • Beam Power Output • Excellent Selectivity and Sensitivity • Remarkable Tone Quality

TUNING RANGE: 540-1500 kcs.

MODERN CHEST-TYPE CABINET of sturdy construction. Entire cabinet of heart walnut veneer ornamented with bands of Zebra wood. Hand-rubbed lacquer finish. H 7½", W 10½", D 5¾".



MODEL 9X

AC-DC Operation • 4 Tubes • RCA Metal Tubes • Illuminated Easy-Reading Drum-Type Dial • Built-in Antenna • Standard Broadcasts

Improved Electro-Dynamic Speaker • Beam Power Output • Loudspeaker Dust Screen

TUNING RANGE: 540-1720 kcs.

MODERN COMPACT CABINET with controls conveniently placed on side for easy operation. Top, selected butt walnut veneer; front, butt and striped walnut veneer with band of rare allicade at grille opening. H 5¾", W 7½", D 4¼".

HIGH FIDELITY MODELS IN GORGEOUS

(Continued from Page 16)



MODEL HF-8

7-Band Overseas Dial • 16 Tubes • High Fidelity • Magic Eye • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • Magic Brain • Master Noise Eliminator

Automatic Frequency Control • Music-Speech Control • Triple-Cone Super-Fidelity Loudspeaker • Armchair Control • RCA Metal Tubes • Combined Tone and Fidelity Control • Automatic Tone Compensation • 22 watts Beam Power Output • Band Indicator • Rubber-floated Chassis • RCA Victor Master Antenna • Magnetite "Frequency-locking" Transformers

TUNING RANGE: 540-1720, 2100-22,000 kcs.—49, 31, 25 and 19-meter bands each on individual Dial Strips. Provides local broadcast reception and foreign short-wave reception down to and including the 13-meter band; plus Amateur calls.

18th CENTURY CABINET of distinctive beauty and luxurious appointments. A piece of decorative furniture carefully constructed of choicest heart and butt walnut veneers with satinwood bands for ornamentation. Two hinged doors conceal instrument panel and dial. Hand-rubbed lacquer finish. H 37", W 36 1/4", D 19 3/8".

Available in mahogany finish on special order at extra cost.

style, with still another group of consoles in the 18th Century design.

The utility and adaptation of RCA Victor record players have been simplified through the new Victrola "plug-in" attachment and the Victrola push-button switch, which are featured beginning with the model 96T2.

Leading the standard line of table-type receivers is model 99T, a powerful 9-tube superheterodyne with improved electric tuning for 8 local, standard-wave, stations, and horizontal straight-line dial, housed in an attractive upright cabinet. The tuning range covers all 3 bands of standard and short-wave broadcasting; 13 to 550 meters. With an 8-inch speaker and 12-watts push-pull output, beautiful tone and ample volume are offered. For this model, armchair control is optional.

Closely following this model in beauty, tone and all around performance is the 7-tube, electric tuning model 97T. The 97T has a continentally styled cabinet with straight-line dial, Magic Eye, and Electric Tuning for 6 local, standard-wave, stations and provides, like the 99T, 3-band coverage (13 to 550 meters). Its rated output is 4 watts.

Grouped with the AC model 97T is model 98X, which is identical in appearance, but designed for AC/DC operation.

Offering a wide selection in 6-tube Electric-Tuning table models, which in turn means a variety of cabinet-choice, features and price for the dealer and customer, is the group of models 96T-3, 96T-2, 96T-1, and 96T.

Model 96T-3 is a 6-tube radio housed in a beautiful walnut veneer continental type cabinet. With its improved Electric Tuning for 6 local standard-wave stations and



MODEL HF-6

7-Band Overseas Dial • 14 Tubes • High Fidelity • Victrola Push-Button Switch • Improved Electric Tuning (8 Stations) • "Plug-in" for Victrola Attachment

Master Noise Eliminator • Automatic Frequency Control • Music-Speech Control • Armchair Control (Optional) • Triple-Cone Super-Fidelity Loudspeaker • Magic Eye • Magic Brain • RCA Metal Tubes • Combined Tone and Fidelity Control • Automatic Tone Compensation • 12 watts Push-Pull Output • Band Indicator • RCA Master Antenna • Rubber-floated Chassis • Magnetite "Frequency-locking" Transformers • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 2100-22,000 kcs.—49, 31, 25 and 19-meter bands each on individual Super-Band-Spreader Dial Strips. Provides local broadcasts, foreign short-wave reception, and Amateur calls.

CONSOLE GRAND CABINET of exquisite modern design. The pleasing design and choice domestic and imported woods used in this model result in a furniture piece of unusual beauty. Top, butt walnut veneer. Instrument panel and end rails, butt walnut veneer, carefully selected for matching qualities. Base, vertically grained striped walnut veneer. Hand-rubbed lacquer finish. H 36", W 37", D 17 3/8".

full 3-band coverage (13 to 550 meters) on a straight-line dial plus 4-watts output, it represents an extraordinary value at list price.

Model 96T-2 is an excellent companion value to the 96T-3 at a lower price and also employs improved Electric Tuning for 6 local standard-wave stations, with the straight-line type of dial and 4 watts output. It differs mainly from the 96T-3 in that it provides 2-band reception covering the standard broadcast and the 49 to 16 meter bands inclusive. The cabinet of the 96T-2 is executed in continental style.

Offering still wider choice in customer values, in 6-tube models, are the 96T-1 and 96T in the low-price bracket. Both of these models are similar in operating features in that they cover only the standard broadcast range and offer Electric Tuning for 5 stations. Both offer ample volume at 4-watts output. The 96T is housed in a cabinet of beautifully grained, continen-



MODEL HF4

5-Band Overseas Dial • 12 Tubes • High Fidelity • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • Magic Eye • "Plug-in" for Victrola Attachment • Magic Brain • Master Noise Eliminator • RCA Metal Tubes

Armchair Control (Optional) • Combined Tone and Fidelity Control • Automatic Tone Compensation • Automatic Volume Control • 12 watts Push-Pull Output • RCA Victor Master Antenna • Band Indicator • Rubber-floated Chassis • Magnetite "Frequency-locking" Transformers • Temperature-compensated Circuits

TUNING RANGE: 540-1720 kcs.—49, 31, 25 and 19-meter bands each on individual Super-Band-Spreader Dial Strips. Provides local broadcast and foreign short-wave reception on four of the short-wave bands assigned for broadcast entertainment.

18th CENTURY CABINET of unusual charm and quiet dignity. Two hinged doors conceal instrument panel and dial. The graceful, rounded lines of this luxurious cabinet combine with fine heart, butt and striped walnut veneers to offer a piece of furniture of true distinction. Hand-rubbed lacquer finish. H 37", W 36", D 15 3/8".

CONSOLES FOR THE FINEST HOMES



MODEL HF2

5-Band Overseas Dial • 12 Tubes • High Fidelity • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • Magic Eye • "Plug-in" for Victrola Attachment • Magic Brain • Master Noise Eliminator

RCA Metal Tubes • Armchair Control (Optional) • Combined Tone and Fidelity Control • Automatic Tone Compensation • Automatic Volume Control • 12 watts Push-Pull Output • Band Indicator • RCA Victor Master Antenna • Rubber-floated Chassis • Magnetite "Frequency-locking" Transformers • Temperature-compensated Circuits

TUNING RANGE: 540-1720 kcs.—49, 31, 25 and 19-meter bands each on individual Super-Band-Spreader Dial Strips. Provides local broadcast reception and foreign short-wave reception on four of the short-wave bands assigned for broadcast entertainment.

CONSOLE GRAND CABINET of carefully selected and expertly matched American walnut veneer. Sloping instrument panel and grille panel of beautifully matched butt walnut veneer. Top and end rails of butt and striped walnut veneer. Hand-rubbed lacquer finish. H 36", W 35", D 15".

tally styled, 4-piece, matched butt-walnut veneer, while the 96T-1 is similarly styled in ultra-modern design.

Model 97X is similar in all operating and tuning features to the AC model 96T and is housed in the same identical cabinet. It is designed, however, for AC/DC operation.

In the 5-tube AC models are the 95T-5 and 95T-1, of tuning range limited to the standard broadcast band. These two inexpensive models are for customers located in areas where local standard wave transmissions are favorable and who are interested only in local reception. The 95T-5 includes Electric Tuning for 5 stations and is housed in a continentally styled cabinet of unusual beauty with a horizontal dial opening. Model 95T-1 is housed in a modern chest-type cabinet with a clock-type dial.

Two end-table models are offered in the 97E and 96E to the export trade for customers who wish to combine the utility of an end-table with their radio. Model 97E employs a 3-band chassis and straight-line

dial with full coverage of the standard and short-wave bands to 13 meters. It also includes improved Electric Tuning for 6 stations. Model 96E covers only the standard broadcast band with electric tuning for 5 stations. Both are good values for instruments of this type.

In addition to the 98X and 97X of the AC-DC group of models three smaller models are offered where only local standard broadcast reception is required. Models 95X-1, 95X and 9X all employ the built-in antenna and are designed for the "added set sale" for individual rooms or similar purposes.

Both the 95X-1 and 95X are of the modern chest type. The former offers improved electric tuning for 5 stations. Model 9X is of the miniature chest type cabinet with drum-type dial and employs 4 tubes without the ballast tube feature.

CONSOLES

Four brilliant, High Fidelity models of the Console Grand type lead the console radio line-up of the RCA Victor 1939 Standard Line of domestic models. Each has all the outstanding RCA Victor features that any customer could want. They differ mainly in the luxury of the cabinets and cabinet design, number of tubes, power output, and tuning range.

All have improved Electric Tuning for 8 stations, with armchair control optional. All feature the Overseas Dial, using 7 bands in the beautiful 16 tube model HF8 and the 14 tube model HF6; and 5 bands in the 12 tube models HF4 and HF2 with individual super-band spreaders on the important 49, 31, 15, and 19 meter bands. Models HF8 and HF6 provide, in addition to these 4 spread bands, full coverage from 13 to 550 meters. Models HF8 and HF4 also feature the luxurious

(Continued on Page 24)

MODEL 97KG

3-Band Straight-Line Dial • 7 Tubes • Improved Electric Tuning (6 Stations) • Console Grand • RCA Metal Tubes • "Plug-in" for Victrola Attachment • Magic Eye • Victrola Push-Button Switch

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Automatic Volume Control • 4.5 watts output • Band Indicator • Vernier Tuning • Electric Tuning Indicator • Rubber-floated Tuning Condenser • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and foreign short wave on 49, 31, 25, 19, 16 and 13-meter bands, plus Amateur calls.

NEW CONSOLE GRAND CABINET especially designed to fit into the living room as naturally as a sofa or easy chair. Carefully selected, expertly prepared woods, and modern functional design make this model the choice of many discriminating buyers. Top is four-piece matched butt walnut veneer with band of striped walnut veneer on either side. Instrument panel is center-matched butt walnut veneer. End rails are heart walnut face veneer with band of allacede near top. H 35", W 32", D 12⁷/₁₆".



MODEL 910KG

3-Band Full-Vision Dial • 10 Tubes • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • Master Noise Eliminator • Magic Brain • "Plug-in" for Victrola Attachment • RCA Metal Tubes • Magic Eye

Armchair Control (Optional) • Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • 12 watts Push-Pull Output • Rubber-floated Chassis • Band Indicator • RCA Victor Master Antenna • Temperature-compensated Circuits

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local and continuous foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

CONSOLE GRAND CABINET that will lend dignity and charm to any home. Effective use of choice veneers creates a feeling of quiet beauty. Top is four-piece matched heart walnut veneer with band of striped walnut veneer on either side. Instrument panel is center-matched butt walnut veneer; end rails are matched butt walnut veneer. Hand-rubbed lacquer finish. H 36", W 34", D 13⁷/₁₆".



CONSOLES AND END TABLES FOR VOLUME SALES



MODEL 97E

3-Band Straight-Line Dial • 7 Tubes • Improved Electric Tuning (6 Stations) • Victrola Push-Button Switch • Magic Eye

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Automatic Volume Control • 4 watts output • Band Indicator • Vernier Tuning • Electric Tuning Indicator

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing domestic and foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands.

END-TABLE STYLE CABINET of exquisite beauty. Controls and dial located on top for convenient use. Hand-rubbed lacquer finish. H 23 $\frac{1}{8}$ ", W 28", D 14 $\frac{3}{8}$ ".



MODEL 911K

5-Band Overseas Dial • 11 Tubes • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • Magic Eye • Master Noise Eliminator • Magic Brain • "Plug-in" for Victrola Attachment

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Air Trimmers • 12 watts Push-Pull Output • Band Indicator • Rubber-floated Chassis • 12" Electro-Dynamic Speaker • Temperature-compensated Circuits • RCA Victor Master Antenna

TUNING RANGE: 540-1720 kcs.—49, 31, 25 and 19-meter bands each on individual Super-Band-Spreader Dial Strips. Provides local broadcast reception and foreign short-wave reception

MODERN CONSOLE CABINET of luxurious design. Hand-rubbed lacquer finish. H 41 $\frac{1}{2}$ ", W 28 $\frac{1}{2}$ ", D 14 $\frac{1}{2}$ ".



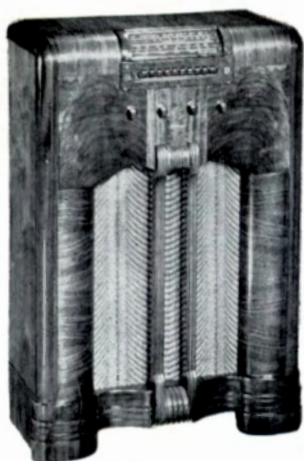
MODEL 96E

Illuminated Horizontal Dial • 6 Tubes • Improved Electric Tuning (5 Stations) • Standard Broadcasts • RCA Metal Tubes

Continuously Variable Tone Control • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • Vernier Tuning • Rubber-floated Tuning Condenser • Temperature-compensated Circuits • Electro-Dynamic Speaker

TUNING RANGE: 540-1720 kcs.

END-TABLE STYLE CABINET of refreshing beauty. Controls and dial located on top for convenient use. Instrument panel, four-piece matched butt walnut veneer. Front and ends, heart walnut veneer with band of sapele veneer top and bottom. Hand-rubbed lacquer finish. H 21 $\frac{1}{8}$ ", W 21", D 12 $\frac{3}{8}$ ".



MODEL 99K

3-Band Full-Vision Dial • 9 Tubes • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • Master Noise Eliminator • Magic Brain • Armchair Control (Optional) • Magic Eye

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Automatic Volume Control • Vernier Tuning • 12 watts Push-Pull Output • Band Indicator • Air Trimmer • Rubber-floated Chassis • RCA Victor Master Antenna

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local and foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands

MODERN CONSOLE CABINET of selected domestic and rare imported veneers. Bottom of instrument panel is butt walnut veneer with band of allacade veneer. Top section is heart walnut veneer and rolls over top edge to back of cabinet. End rails are horizontal grain striped walnut veneer. H 41", W 27 $\frac{3}{8}$ ", D 13 $\frac{3}{8}$ ".



MODEL 98K

3-Band Full-Vision Dial • 8 Tubes • Improved Electric Tuning (8 Stations) • Victrola Push-Button Switch • Master Noise Eliminator • Magic Eye • Armchair Control (Optional) • Magic Brain

Continuously Variable Tone Control • 4.5 watts output • Magnetite "Frequency-locking" Transformers • Automatic Tone Compensation • Automatic Volume Control • Band Indicator • RCA Victor Master Antenna

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local broadcasts and foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands, plus Amateur calls.

MODERN CONSOLE CABINET beautifully proportioned. Smartly designed "roll-over" top continues down to form instrument panel. Fine selected butt walnut veneer contrasts with the two side panels of quilted maple veneer to present an unusually attractive appearance. Hand-rubbed lacquer finish. H 40", W 26 $\frac{3}{8}$ ", D 13 $\frac{1}{4}$ ".



MODEL 96K-2

3-Band Straight-Line Dial • 6 Tubes • Improved Electric Tuning (6 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • RCA Metal Tubes

Continuously Variable Tone Control • Automatic Tone Compensation • Automatic Volume Control • Magnetite "Frequency-locking" Transformers • 4.5 watts output • Band Indicator • Vernier Tuning • Rubber-floated Tuning Condenser

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs., providing local and foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands

MODERN CONSOLE CABINET of dignified, impressive beauty. Instrument panel and graceful "waterfall" top are butt walnut veneer with band of striped walnut veneer on either side. End rails are horizontal striped walnut veneer. Hand-rubbed lacquer finish. H 39 $\frac{1}{2}$ ", W 26", D 12 $\frac{3}{8}$ ".



MODEL 96K

2-Band Straight-Line Dial • 6 Tubes • Improved Electric Tuning (6 Stations) • Victrola Push-Button Switch • "Plug-in" for Victrola Attachment • RCA Metal Tubes

Continuously Variable Tone Control • Automatic Tone Compensation • Magnetite "Frequency-locking" Transformers • Automatic Volume Control • Band Indicator • 4.5 watts output • Rubber-floated Tuning Condenser • Temperature-compensated Circuits • Vernier Tuning

TUNING RANGE: 540-1720, 5800-18,000 kcs., providing local broadcasts and short-wave reception on the 49, 31, 25, 19 and 16-meter bands.

MODERN CONSOLE CABINET of sturdy construction. Top, heart walnut veneer. Instrument panel, full grain matched butt walnut veneer with band of Paldao veneer through the dial opening. Remainder of front, butt matched heart walnut veneer. H 37 $\frac{1}{4}$ ", W 22", D 9 $\frac{3}{4}$ ".

FAST-SELLING RECORD-PLAYING INSTRUMENTS



MODEL U-119

Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Automatic Stop • Self-starting Constant-speed Motor • Record-Radio Push-button • 6 Tubes • Improved Electric Tuning (6 stations) • Duplex Controls

6" Electro-Dynamic Speaker • Continuously Variable Tone Control • 4 watts output • Automatically Compensated Volume Control • Magnetite "Frequency-locking" I-F Transformer • Bass Compensation

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs. Provides local broadcasts and foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands

MODERN TABLE-TYPE CABINET, very attractively designed of walnut veneer—H 16", W 16³/₁₆", D 13³/₁₆".



MODEL U-122E

Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Automatic Stop • Self-starting Constant-speed Motor • Record-Radio Push-button • 6 Tubes • Improved Electric Tuning (6 stations) • Duplex Controls for Victrola and Radio • 3-Band Straight-line Dial • RCA Metal Tubes

8" Electro-Dynamic Speaker • Continuously Variable Tone Control • 4.5 watts output • Automatically Compensated Volume Control • Magnetite "Frequency-locking" I-F Transformer • Bass Compensation • Temperature-compensated Circuits • Vernier Tuning

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs. Provides local broadcasts and continuous foreign short-wave reception on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

CABINET: Modernly styled end table with lid of matched butt walnut veneer. Front of heart walnut veneer with bands of Orientalwood on each side. Rubbed lacquer finish. H 24³/₁₆", W 28³/₁₆", D 16³/₁₆".



MODEL U-111

Feather-touch Crystal Pickup • True-tracking Tone Arm • Synchronous Electric Motor • Tilting Tone Arm for Easy Insertion of Needles • 5 Tubes • Superheterodyne Automatic Volume Control • Magnetite Core I-F Transformers • Cumulative-wound Coils • RCA Metal Tubes • 3.5 watts output • Electro-Dynamic Speaker

TUNING RANGE: 540-1720 kcs. Includes local broadcast band. Dial calibrated in kilocycles and meters.

AN EXCEPTIONALLY ATTRACTIVE CABINET of heart walnut veneer attractively banded with Zebra-wood. H 11" W 15³/₄", D 9³/₈".



MODEL R-94B

(VICTROLA ATTACHMENT)

Easily attached to any modern AC set • De Luxe Instrument • Plays 10" and 12" Records with lid closed • Feather-touch Crystal Pickup • True-tracking Tone Arm • Tilting Tone Arm for Easy Insertion of Needles • Self-starting Electric Motor • Automatic Stop • Volume Control with Bass Compensation

Reproduces Records with all the volume and fidelity of set to which it is attached • May be located at a distance from set

TASTEFUL CHEST-TYPE WALNUT CABINET of modern design, beautifully veneered. H 7¹/₂", W 15³/₄", D 13".



MODEL R-93C

(VICTROLA ATTACHMENT)

Easily attached to any modern AC set • Plays 10" and 12" Records • Feather-touch Crystal Pickup • True-tracking Tone Arm • Automatic Tone Compensation • Cushion-mounted Constant-speed Motor • Tilting Tone Arm for Easy Insertion of Needles • Combined Volume Control and Starting Switch on Top of Cabinet

Reproduces Records with all the volume and fidelity of set to which it is attached • May be located at a distance from set

COMPACT, ATTRACTIVE WALNUT CABINET of modern design. H 3", W 11³/₄", D 9³/₈".



MODEL R-91

(VICTROLA ONLY)

Plays 10" and 12" Records with lid closed • Feather-touch Crystal Pickup • True-tracking Tone Arm • Cushion-mounted Constant-speed Motor • Tilting Tone Arm for Easy Insertion of Needles

Volume Control • Tone Control • Electro-Dynamic Speaker • 1.5 watts output • 4 RCA Tubes (Including Ballast Tube) • Light, compact, portable

STRIKING, MODERN STYLED CABINET. Top of four-piece matched butt walnut veneer. Front and ends of heart walnut veneer pleasingly set off by bands of Zebra-wood. H 9", W 15³/₄", D 13³/₈".



MODEL R-89

(VICTROLA ONLY)

Plays 10" and 12" Records • Feather-touch Crystal Pickup • True-tracking Tone Arm • Cushion-mounted Constant-speed Motor • Tilting Tone Arm for Easy Insertion of Needles

A Dual Purpose instrument, it can also be used as Victrola Attachment to play records thru any modern AC radio with all the volume and fidelity of the set to which it is attached.

Tone-compensated Volume Control • Electro-Dynamic Speaker • 1.5 watts output • 3 RCA Tubes

COMPACT WALNUT CABINET of modern design. Dimensions H 3", W 11³/₄", D 9³/₈".



RCA VICTROLA O-11

Portable Victrola • Good Reproduction • Convenient in Size • Attractive in Appearance • Strong Spring-wind Motor • Combines with newly designed case to give good musical performance and attractive appearance.



MODEL U-134

High Fidelity • New Gentle-action Automatic Record-changer—(Changes 10" or 12" Records) • Extended Frequency-range Feather-touch Crystal Pickup • Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Flexible Coupling Motor Drive • Selective Record Ejector • Armchair Control Connections • Bass and Treble Tone Controls • 16 Tubes • Improved Electric Tuning (8 Stations) • 7-Band Overseas Dial • Magic Brain • Magic Eye • RCA Metal Tubes

22 watts Push-Pull Output • Automatic Frequency Control • 12" Triple-Cone Super-sensitive Dynamic Speaker • Automatically Compensated Volume Control • Combined High-Fidelity and High-frequency Tone Control • RCA Victor Master Antenna • High-Fidelity Magnetite Core I-F Transformers • Air Trimmers • Temperature-compensated Circuits • Bass Compensation • 2 I-F Stages • Magnetite Core Oscillator Coils • Compartment and Indicator Light • Master Noise Eliminator

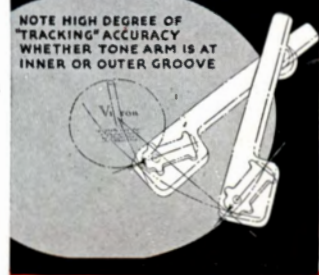
TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs.—49, 31, 25 and 19-meter bands each on individually lighted Super-Band-Spreaders. Provides local broadcast reception and continuous foreign short-wave broadcasts down to 13 meters inclusive.

18TH CENTURY CABINET of exquisite design and craftsmanship. Expertly selected heart walnut veneer. H 37", W 39", D 19". NOTE—Available in mahogany at extra cost.



CRYSTAL PICKUP, TOP-LOADING NEEDLE SOCKET

—Crystal Pickup offers extended musical range. Top-loading Needle Socket provides quicker changing of needles without fumbling. A small point, but a highly important one.



TRUE-TRACKING TONE ARM

—Accurately designed to exert a uniform pull on the walls of the grooves at all points on the surface of the record. Gives exact reproduction of Victor "Higher Fidelity" Records.



MODEL U-132

High Fidelity • New Gentle-action Automatic Record-changer (Changes 10" or 12" Records) • Extended Frequency-range Feather-touch Crystal Pickup with Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Flexible Coupling Motor Drive • Selective Record Ejector • Bass and Treble Tone Controls • 14 Tubes • Improved Electric Tuning (8 Stations) • Magic Brain • Armchair Control Connections • Magic Eye • 7-band Overseas Dial • RCA Metal Tubes • Record-Radio Push-button

12-watt Class "A" Push-Pull Output • Automatic Frequency Control • 12" Triple-Cone Super-sensitive Dynamic Speaker • Automatically Compensated Volume Control • Combined Tone and High-Fidelity Control • RCA Victor Master Antenna • High-Fidelity Magnetite Core I-F Transformers • Air Trimmers • Temperature-compensated Circuits • Bass Compensation • 2 I-F Stages • Magnetite Core Oscillator Coils • Compartment and Indicator Light • Master Noise Eliminator

TUNING RANGE: 540-1720, 2300-7000, 7000-22,000 kcs.—49, 31, 25 and 19-meter bands each on individually lighted Super-Band-Spreaders. Provides local broadcast reception and continuous foreign short-wave broadcasts down to 13 meters inclusive.

18th CENTURY CABINET of charming simplicity and design utilizing carefully selected heart and vertical grain butt walnut veneers—smartly set off with bands of allacode. Hand-rubbed lacquer finish. H 35", W 37", D 18 1/4".



AUTOMATIC RECORD-CHANGER

—The new RCA Victor Automatic Record-changer is a marvel of gentle yet positive action. It offers continuous record programs with the assurance that records are handled safely.



MODEL U-130

High Fidelity • New Gentle-action Automatic Record-changer (Changes 10" or 12" Records) • Extended Frequency-range Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Self-starting Constant-speed Motor with Flexible Coupling Drive • Selective Record Ejector • Duplex Controls for Victrola and Radio • 12 Tubes • Improved Electric Tuning (8 Stations) • 5-Band Overseas Dial • Armchair Control Connections • Magic Brain • Magic Eye • RCA Metal Tubes • Record-Radio Push-button

Combined Tone and Fidelity Control • Automatically Compensated Volume Control • 12 watts Push-Pull Output • Air Trimmers • 12" Electro-Dynamic Speaker • RCA Victor Master Antenna • High-Fidelity Magnetite Core I-F Transformers • Temperature-compensated Circuits • Rubber-floated Chassis • Compartment and Indicator Light • Master Noise Eliminator

TUNING RANGE: 540-1720 kcs.—49, 31, 25 and 19-meter bands, each on an individually lighted Super-Band-Spreaders. Provides local broadcast reception and short-wave reception on 4 principal foreign short-wave broadcast bands.

18th CENTURY CABINET of distinctive beauty and luxurious appearance. A charming and pleasing piece of furniture using the choicest of heart and butt walnut matched veneers. Hand-rubbed lacquer finish. H 34", W 35 1/4", D 16 1/4".



IMPROVED ELECTRIC TUNING

—RCA Victor introduced "Push a Button—There's Your Station" Electric Tuning. Again RCA Victor leads, with a finer, faster version of this famous feature. New, attractive "piano key" push-buttons.

WIDE SELECTION, WITH ABUNDANT FEATURES, CHARACTERIZES STANDARD LINE OF RADIO-VICTROLA MODELS

The 1939 RCA Victor Standard Line of domestic instruments is especially notable this year for its five, new, console radio-Victrola models, housed in exquisite 18th Century and modern cabinets, and their improved, deluxe, performance features. These excellent musical instruments embody all of RCA Victor's supreme achievements in the art of musical reproduction.

Leading this distinguished quintet of console instruments is the breath-taking High Fidelity Model U134, in a luxurious walnut or mahogany cabinet executed in the grand 18th Century tradition. Among its astonishing wealth of record-playing features are High Fidelity amplification with Electric Magic Voice, improved frequency-range, crystal pick-up, automatic record changing for 10-inch and 12-inch records, Selective Record Ejector, and Top-loading Needle Socket. A 16-tube 7-band radio with 4 spread bands for short-wave reception and electric tuning, with armchair control optional, complements the Victrola features with everything to be desired in a complete musical instrument. A cabinet that is a masterpiece of artistic design and 22-watts output makes this the supreme radio-phonograph instrument available today.

Model U132 incorporates the same important record-playing features with a 14-tube electric tuning chassis, 7-band Overseas Dial and 12-watts output in a deluxe 18th Century cabinet of charming simplicity.

Model 130 provides deluxe performance with high fidelity reproduction in an exquisite 18th Century cabinet at the lowest price these luxury features can be provided. In addition to the automatic record changer and crystal pickup featured in the other standard line deluxe models, it has a 12-tube, 5-band chassis with electric tuning and 12 watts output. In addition to the standard broadcast band coverage, it provides band spread on the four international short-wave entertainment bands of 19, 25, 31 and 49 meters.

Model U128 is a medium-priced console styled in the modern manner and incorporating many of the important record-playing features of the two previous models including automatic record-changer and employing a 10-tube electric tuning

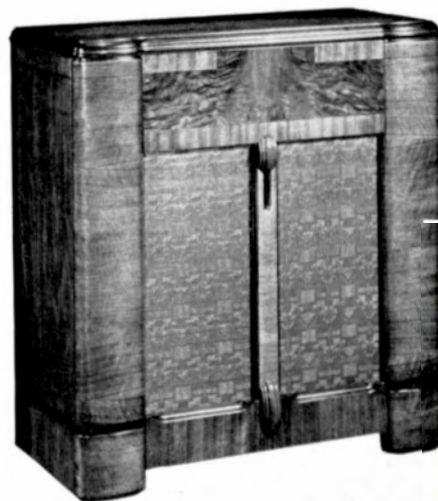
chassis in a 3-band straight-line dial. This model also offers 12-watts push-pull output. Model U126 is the same except that it uses a non-automatic phonograph.

Model U124 is a low-priced console in modern styling and offers a 6-tube radio with electric tuning for 6 stations, a 3-band straight-line dial and 4.5 watts output. Model U122E is a beautifully executed end-table model using the same Victrola and radio features as the U124, except for a smaller loudspeaker.

Two table-model radio-Victrolas with many excellent selling features for the export trade are included in this year's line. The U119 uses a feather-touch pickup with new top-loading needle socket and true-tracking tone arm, plus a 6-tube electric tuning radio chassis with a 3-band straight-line dial and 4-watts output. Model U111 employs the feather-touch crystal pickup, true-tracking tone arm, and a 5-tube manually operated radio with 3.5 watts output.

The record-players R93C and R94B, are continued in this year's line under their new name of Victrola Attachment. This offers the trade a choice of the open-faced model R93C, and the hinged-lid cabinet model R94B, with bass compensation.

A 4-tube electric Victrola, model R91, in an attractive walnut cabinet that plays 10 and 12 inch records, and a 3-tube open-face Victrola, model R89, which can also be used as a Victrola attachment through an AC radio, completes the domestic line of RCA Victor radio-Victrolas, Victrolas, and Victrola Attachments offered to the export trade for 1939.



MODELS U-126 and U-128

NOTE—Phonograph on Model U-126 is manually operated. Phonograph on Model U-128 has new Gentle-action Automatic Record-changer. (Changes 10" or 12" Records.)

Extended Frequency-range Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Self-starting Constant-speed Motor with Flexible Coupling Drive • Duplex Controls for Phonograph and Radio • 10 Tubes • Improved Electric Tuning (8 Stations) • 3-Band Straight-line Dial • Magic Eye • Magic Brain • R.C.A. Metal Tubes • Record-Radio Push-button

12" Electro-Dynamic Speaker • 12 watts Push-Pull Output • RCA Master Antenna • Continuously Variable Tone Control • Automatically Compensated Volume Control • Magnetite "Frequency-locking" I-F Transformers and Oscillator Coils • Air Trimmer • Temperature-compensated Circuits • Master Noise Eliminator

TUNING RANGE: 530-1720, 2100-7000, 7000-22,000 kcs. Providing local broadcasts and continuous foreign short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

CABINET modernly designed with simplicity to blend with any style furniture. Lid panel is heart walnut veneer inside and out. Front top rail of butt walnut veneer with band of Paldoo veneer top and bottom. End rails of striped walnut veneer, horizontal grain. Hand-rubbed lacquer finish. H 34", W 31 1/8", D 15 3/8".

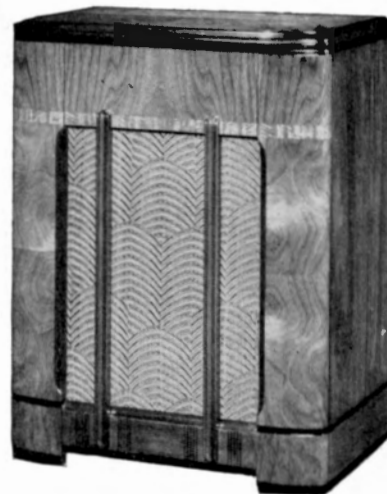
MODEL U-124

Feather-touch Crystal Pickup with New Top-loading Needle Socket and Automatic Needle Cup • True-tracking Tone Arm • Automatic Stop • Self-starting Constant-speed Motor • Record-Radio Push-button • 6 Tubes • Improved Electric Tuning (6 stations) • Duplex Controls for Victrola and Radio • 3-Band Straight-line Dial • R.C.A. Metal Tubes

12" Electro-Dynamic Speaker • Continuously Variable Tone Control • 4.5 watts output • Automatically Compensated Volume Control • Magnetite "Frequency-locking" I-F Transformers • Bass Compensation • Temperature-compensated Circuit • Vernier Tuning

TUNING RANGE: 540-1720, 2100-7000, 7000-22,000 kcs. Provides local broadcasts and continuous foreign short wave on 49, 31, 25, 19, 16 and 13-meter bands inclusive, plus Amateur calls.

CABINET: Modern styled. Top, beautifully finished in four-piece heart walnut veneer. End rail of heart walnut butt matched veneer with bands of allacede near top. Front top rail of vertical grain heart walnut veneer with band of allacede at bottom. H 34", W 25 3/8", D 16 1/8".



UNPRECEDENTED VALUES IN LINE

(Continued from Page 19)

18th Century type of cabinets, while the HF6 and HF2 are of exquisite modern design. Unquestionably, these four models offer a selection to any customer who is interested in a high fidelity type of electric tuning instrument for standard broadcast or international reception.

Two other models of the console-grand type are also offered this year in the 910KG and 97KG. Both are particularly impressive values for the grand-type of instrument at their price, especially the 97KG. Both feature 3-band chassis with improved electric tuning and full coverage (13 to 550 meters) of standard and international short-wave reception.

The 910KG employs 10 tubes with 12-watts push-pull output, and a full vision Overseas Dial with electric motor tuning for 8 local standard wave stations tuning. The 97KG uses the newly-designed straight-line dial with 6-local station electric push buttons and 4.5-watts output. Each model is a worthy instrument to supplement the line of console grands this year.

Models 911K, 99K, 98K, 96K-2 and 96K complete the comprehensive group of standard console radios offered for export markets this year. The leader of this group is the 911K which features 11 tubes with 12-watts push-pull output and a 5-band Overseas Dial with individual super band-spreader dial strips for the 49, 31, 25, and 19 meter entertainment bands, as well as improved electric motor tuning for 8 stations. Model 99K employs 9 tubes and incorporates the 3-band full-vision dial with electric motor tuning on 8 local standard broadcast stations. The 99K also provides 12-watts push-pull output and full coverage of standard and international short-wave (13 to 550 meters).

Models 98K and 96K-2 use an 8-tube and a 6-tube chassis respectively. Both have improved electric tuning, providing automatic tuning of 8 local standard wave stations on the former and 6 local stations on the latter, each with the same wave 3-band coverage as the 99K. Model 98K features a 3-band full-vision waterfall dial and the 96K-2, a 3-band horizontal straight-line dial, and each offers 4.5 watts output.

Model 96K the lowest priced console of our line equipped for short-wave reception employs a 6-tube chassis, 2-band straight-line dial with electric tuning for 6 local stations and provides reception on the standard and the 16 to 49 meter bands.

With these five console radios, plus the four High Fidelity models and the two Console Grands of our standard line supplementing the 2 Magic Brain "Q" console models of our special line, RCA Victor fully believes that its distributors and dealers are offered an entirely complete line of console radios in every price bracket and for all requirement standards which will surpass all competition this year.

TWO NEW AUTO RADIOS WITH PUSH-BUTTON TUNING



RCA VICTOR MODEL 9M-1—RCA Victor Auto Radio with 5 tubes and PUSH-BUTTON TUNING, comes complete with controls and speaker. Color, taupe; station-getting ability superior to many 6-tube radios.

RCA VICTOR 9M-2—Identical in size and shape to 9M-1, 6 tubes.

Two new RCA Victor auto radios are offered to the export trade in models 9M1 and 9M2. Model 9M1 is of the push-button and manual-tuning type with excellent volume and tone. It features an illuminated drum-type dial, and antenna adjustment trimmer, and the size and shape is such that it is universal for installation in all cars. Model 9M2 is virtually the same in appearance and operation as the 9M1, but is the 6-tube deluxe model of the former.

FIVE BATTERY-OPERATED MODELS CONTINUED IN 1939 LINE

In addition to the new battery-operated Magic Brain "Q" models offered to the export trade this year, five battery-operated models which led all competition in performance and sales are being continued from the previous line. These models are the 86BK, 85BK, 86BT, 85BT, for 2-volt operation (6-volt operation with the CV-8) and the 85BT6 for 6V DC-110V 60 cycles AC. Their superiority in performance and value was such that RCA Victor is confident in stating that they are still leaders in their field, in performance characteristics over competitive models in the same price range.

Their tuning features and performance are entirely familiar to all RCA Victor distributors and dealers and need no further explanation or comment, except to point out that available stocks are limited and those interested should place their orders immediately.

RCA VICTOR MASTER ANTENNA



This new RCA Victor antenna system for 1939 provides the ultimate in noise-free reception. The carefully designed counterpoise and scientifically designed doublet enable the Master Antenna to bring in noise-free reception on both standard and short-wave bands. It is easily installed and requires only a 40-foot span. It covers a frequency range of 540 to 23,000 kilocycles. The RCA Victor Master Antenna is specifically designed for use with the Master Noise Eliminator incorporated in most 1939 RCA Victor models.

MODEL 12Q4 A MASTERPIECE OF DESIGN, SAY ENGINEERS

The men principally responsible for the development and design of the unique chassis embodied in the Model 12Q4 are Mr. William P. Short, chief of broadcast receiver engineering, his assistant, Mr. David D. Cole, and Mr. Gerald G. Gerlack, engineering specialist on short-wave receiver designs. Perhaps no single receiver development has ever before received the attention of such a highly qualified group of technical experts. They assumed the task with a background of vast experience gained, not only in the American market, but in the best engineering laboratories of Europe as well.

These three experts, in reviewing the results of their efforts over a period of months, as represented in the chassis of the Model 12Q4, state without reservation that this instrument is a marvel of technical perfection and will surpass in performance, particularly on long-distance, short-wave signals, any table model receiver previously offered the public, regardless of its price.

The best possible electrical circuits known to the art have been embodied in this chassis to perform every intended function; and in order that the reserve power, sensitivity, and selectivity could be employed to best advantage in any given locality. Each of the basic functions is adequately controlled by means of suitable switches so as to provide the type of controlled performance that will enable every RCA Victor dealer to out-demonstrate every other receiver which competition may offer, *under equal conditions, in any given place, at any time.*

In addition to their assurances of unsurpassed performance in radio reception, the engineers also state that the "stabilized feed-back" circuit and the new, improved 12" speaker, further guarantee true high-fidelity reception to an extent which was never before possible in a table-type receiver.

On this point as well, the RCA Victor dealer has a measure of superiority over all competition, which can be easily demonstrated in the Model 12Q4.

NEW MAGIC BRAIN "Q" MODELS

(Continued from Page 14)

Its heart walnut and butt walnut veneers are skillfully blended and matched, resulting in a handsome assembly of line and form.

MAGIC BRAIN HIGH FIDELITY RADIO-VICTROLA MODEL 12QU

RCA Victrola 12QU, in its deluxe cabinet of luxurious quality, is as strikingly impressive in its high fidelity record reproduction as it is outstanding in radio performance. It includes the deluxe 12-tube high fidelity 8-band Magic Brain chassis described in the Model 12QK in combination with the latest type Victrola with the same automatic record changer described under model 11QU. The 12QU features duplex controls for Victrola and radio, record pocket, and plug for extension speaker. It is the greatest radio-Victrola value in the new 1939 line.

The massive but very attractive cabinet is of modern design and its lustrous finish of heart walnut and butt walnut veneers will add irresistible eye appeal to a sales demonstration of its performance with any customer.

MAGIC BRAIN MODELS 8QB & 8QBK

In keeping with the advanced circuit designs and engineering of the twelve socket power-operated "Q" models already described, RCA Victor offers two 6V. battery operated Magic Brain receivers with the same general striking improvements and usable features throughout this entire, exclusive export line. With their extra sensitivity for better long distance short-wave reception, through the use of an RF stage and two IF stages, improved permanent magnet loudspeaker for maximum performance, and particularly attractive cabinets, these two models are not only far superior in performance and value to our battery operated models of the previous line, but are considerably in advance on performance characteristics of any competitive battery operated receivers available. The superiority of these two new radios should warrant special attention on the part of our export trade in order to successfully exploit this profitable field.

Both the 8QB and 8QBK employ an 8-tube chassis with an RF stage and two IF stages, providing continuous 3-band

coverage from 13 to 550 meters. Other important features are: sensitivity control, two-speed vernier tuning (10:1 and 50:1 ratios), air trimmers, pilot lamp switch, two battery connections only, and large horizontal straight-line dial. A 12" speaker is used in the console and an 8" type in the table model. No "B" or "C" batteries are required.

The new console grand, 8QBK, is the most gracefully designed radio for battery reception ever offered to the export trade. The table Model 8QB, with a striking continentally styled upright cabinet, with dial on top, has all the performance characteristics of the console grand, but a smaller cabinet and speaker.

Another big sales feature of both models is that either is easily and readily convertible to operation on 110 to 250 v./25 to 60 cycles AC power lines by the use of the new CV-110 power supply unit, especially designed for this purpose.

TECHNICAL FEATURES

(Continued from Page 7)

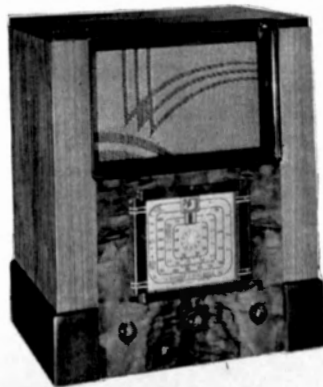
type electric current, which is provided for in certain models. The chassis of 8Q1, 10Q1, 12Q4 and 12QK models is in two distinct parts with a "plug-in" type of power supply unit on a separate shelf in the cabinet. The separation of the power supply unit, plus special design of the receiver circuit and development of suitable DC packs, have made possible the availability of the above models for 110 and 220 volts DC operation. This means that for the first time a DC receiver is available with performance equal in all respects to that of the same type of AC operated receiver.

The "inter-changeability of power supply" is also featured in Models 8QB and 8QBK, which can be changed from 6-volt to 110/250 volts 25-60 cycles AC operation if the customer should desire it.

The engineering of a line of radio receivers for our export trade in which the first and foremost consideration was the excellence of performance, has been a pleasure to our staff of engineers, who are proud of their accomplishment in the new Magic Brain "Q" models. It is therefore with great assurance that we recommend our export trade to invite comparisons in any important performance feature with the very best that competition has to offer.

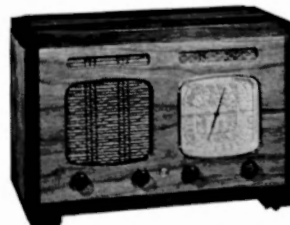
TWO AC-DC TABLE MODELS CONTINUED IN 1939 LINE

To maintain complete coverage of the important AC-DC markets, both the 812-X and the 86X-4 are continued in the 1939 line. All RCA Victor distributors and dealers are familiar with the outstanding performance features and remarkable volume and tone of the 12-tube, 4-band model 812X, which offers superior reception from 220-volts, alternating or direct current. Both this model and the special 6-tube model 86X-4 which operates from either 110 or 220 volts AC or DC were specially designed to give excellent results on European long-wave, standard, and short-wave bands, and their performance has well merited their continuance in the 1939 line.



MODEL 812X

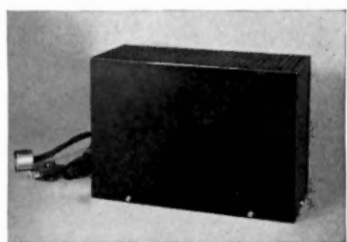
12-tube radio especially designed for reception on 220 volts AC or DC. Incorporates Sonic-Arc Magic Voice. Magic Brain. Magic Eye. Metal Tubes. Full-Vision Dial with station names. Band Indicator on Dial. 5.5 watts output on DC—7.5 on AC.



MODEL 86-X-4

Special 6-tube Superheterodyne table model that operates equally well from either direct or alternating current and 110 or 220 volts. Tunes in European long-wave stations, standard wave stations and the 49, 31, 25, 19 and 16-meter international entertainment bands with ease. Beam-power tube for extra power—2.75 watts output.

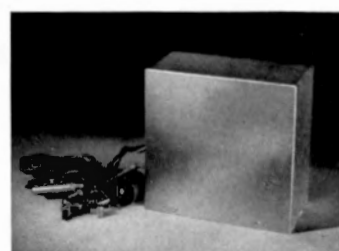
SEPARATE POWER SUPPLY UNITS FEATURE "Q" MODELS



DC type of Power Supply Units for Q Models



AC type of Power Supply Unit for Q Models



Power Supply Unit for 8QB and 8QBK

RCA VICTOR



MAGIC BRAIN DECALCOMANIA.—The famous Magic Brain—a decalcomania which is especially important for every distributor and dealer to have on his store windows, door, and cars, for the New Magic Brain "Q" line.

FORCEFUL ADVERTISING



RCA VICTOR RADIOS

RCA VICTOR TUBES

VICTOR RECORDS

RCA PARTS

RCA SOUND

Year after year RCA Victor has aggressively advertised and promoted the most remarkable developments in the history of radios and phonographs. During its forty years of advertising leadership, RCA Victor has spent more than \$93,000,000 in markets throughout the world to popularize and create public acceptance for RCA Victor products. During the 1938-1939 season, RCA Victor's powerful advertising program will continue to build a demand for its product with a more comprehensive advertising program than ever before.

The very scope of this extensive program makes it imperative that the RCA Victor dealer identify himself and his store as the local outlet for RCA products and this year we are making a special effort in better store identification.

The attention of every distributor and dealer is directed, therefore, to the im-



VICTOR PRODUCTS DECALCOMANIA.—A new multicolored decalcomania for windows and doors to identify your store as headquarters for RCA Victors. Any section of it can be used.

SNOW WHITE MOTION DISPLAY.—This year RCA Victor has scooped the radio industry by acquiring the exclusive radio display rights to Walt Disney's cartoon picture "Snow White and the Seven Dwarfs." RCA Victor Dealers can cash in on the tremendous following built up by these characters. When the RCA Victrola Attachment in the display is connected, you have a motion display at no extra cost. Every Dealer should put these popular Walt Disney figures to work.

AND SALES PROMOTION



OVID RISO
Export Advertising Manager

pressive variety of both outdoor and indoor neon and electric signs, which are being supplied to the trade at less than a c t u a l cost.

The Magic Key program every Sunday at two P. M. will continue to emphasize the international scope of RCA, by featuring short-wave hook-ups with Latin-American countries. The Magic Key program is broadcast over the National Broadcasting Company's short-wave stations W3XAL, W8XK and W1XK. This program is rebroadcast in English and Spanish from stations COC and COCQ, Havana, Cuba.

TO BUILD SALES OF 1939 MODELS

In addition, a series of eight spot announcements daily will be broadcast from short-wave and standard wave stations XEW and XEWW, Mexico City.

SALES PROMOTION ITEMS FOR EVERY PURPOSE

A complete series of spectacular and tested sales-producing items are again offered this year for store interiors and windows. This includes two store backgrounds, and a variety of wall charts and posters illustrating the new line models.

Broadcast spot announcements and store demonstration transcriptions will also

be supplied on a number of new models.

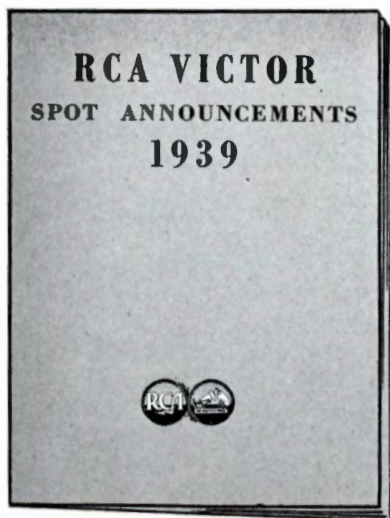
Mats and stereotypes of complete newspaper advertisements and individual model illustrations, lantern slides, decalcomanias, price cards, catalogs and general literature, will be supplied, as in the past, so that every dealer may have a wealth of advertising and sales promotion material to assist him in attracting prospective customers.

RCA Victor has gone to great lengths in providing as complete a campaign as possible; but our common object is to put this material to work. Every aggressive dealer should obtain as much of this material as possible—for his own benefit.



RCA VICTOR WORLD BACKGROUND.—Here is the RCA Victor Entertainment Map of the World—a store background or display item of many uses. The map alone will also be supplied. It can be used in a large window as a background, or against the wall as a store decoration. The RCA Victor World Map is a highly interesting picture map finished in 15 colors on a strong, high quality paper. Size 5½ feet by 7 feet.

ATTENTION-COMPELLING DISPLAY AND PROSPECT.



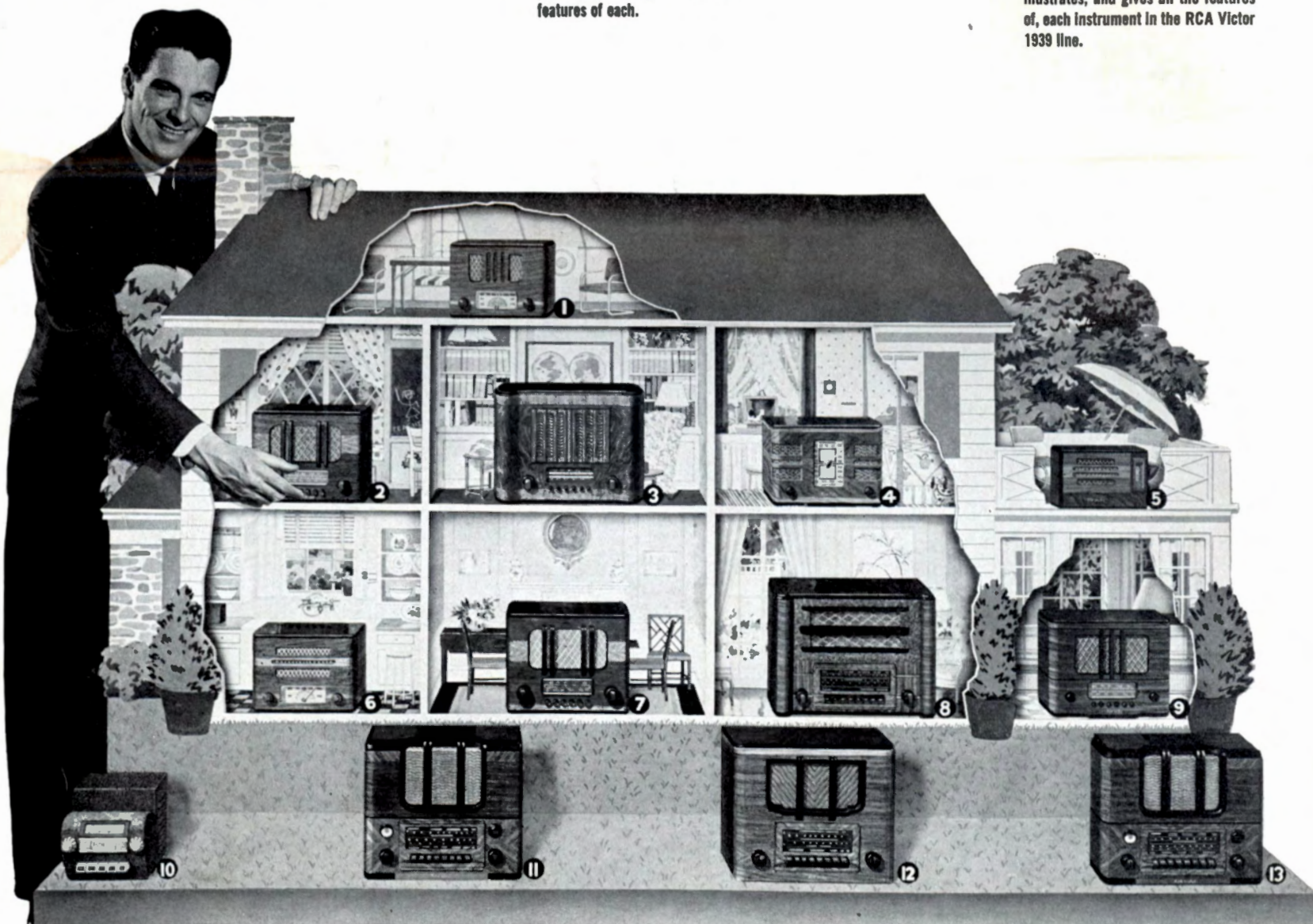
RADIO SPOT ANNOUNCEMENTS.—A book of Broadcast Spot Announcements to advertise the Magic Brain "Q" models and domestic instruments.



CATALOG OF "Q" MODELS.—An attractive 2-color, 16-page consumer booklet that illustrates and describes all the Magic Brain "Q" models in interesting fashion. Fully describes each model and gives the important features of each.



DEALER SALES MANUAL.—A complete pocket dealer sales manual that illustrates, and gives all the features of, each instrument in the RCA Victor 1939 line.



RCA VICTOR HOUSE DISPLAY AND MERCHANDISER.—A startling new innovation in displays—this RCA Victor Table Model Merchandiser also sounds a new note in the trade for displaying small table models. Here is a display that makes it possible to show all RCA Victor Table Models to better advantage in their proper setting—the home—and sells the idea of having a radio in various rooms of the house. The merchandising ability of this display will more than pay for it. It is sturdily constructed of $\frac{3}{8}$ inch best-quality fiber board. It is painted in 20 colors to perfectly reproduce room settings and furnishings. Shipped complete in one package. It is 6 feet high, 7 feet wide, 6 $\frac{1}{2}$ inches deep.

FINDING LITERATURE TO INCREASE SALES

EXTRA-EXTRA
The RCA Victor Home Radio News
 PUBLISHED FOR YOU BY THE RCA VICTOR DEPT.
 (These Address)

**RCA VICTOR ANNOUNCES FOR 1939
 NEW MAGIC BRAIN "Q" MODELS**

NEW LOW PRICES BRING
 RCA VICTOR MAGIC BRAIN SETS
 WITHIN REACH OF EVERYONE

World Famous
 Designers of the
 Radio Sets in 1939
 RCA Victor Columbia



Buy 100 000
 Gifted Sets
 Each Week

RCA VICTOR NEWSPAPER.—A 4-page, 2-color newspaper illustrating the leading models of the RCA Victor export line. It can be distributed from house to house or given away to prospective customers in the store. An easy way to bring your store and merchandise to the attention of the public.



VICTOR DOG PICTURE.—A beautiful full-color reproduction in oil-painting style, of the RCA Victor Dog which has become famous the world over as the symbol of RCA Victor products. Bottom panel has wording: "Authorized RCA Victor Dealer." Every dealer should have one.



RADIO LINE FOLDER.—Illustrates and describes the complete line of domestic radio models in the 1939 export line. Also describes the more important features.



RADIO-VICTROLA LINE FOLDER.—A de luxe, 2-color, folder illustrating and describing the RCA Victrolas in the export line. Can be mailed or used in the store.



STORE DEMONSTRATION RECORDS AND SPOT ANNOUNCEMENTS.—Store Demonstration Records and Radio Spot Announcements are available in both printed and recorded form.



LANTERN SLIDES.—Colored Lantern Slides for use in your local theater. Slides are available on both "Q" models and domestic models.



BOOK MATCHES.—This sales promotion item is one that prospective customers seek and everyone who uses them advertises your merchandise for you.

NEWSPAPER ADS AND PUBLICITY STORIES.—Mats or stereos for complete newspaper ads, or individual models only, are available for every instrument in the 1939 line. Also available are Dealer Publicity Stories desirable as radio news in your local newspaper.

DEALER PUBLICITY STORIES

**NEW MAGIC BRAIN WITH NEW STYLE CABINETS
 FEATURED IN NEW 1939 RCA VICTOR RADIOS**

**CONTROL PERFORMANCE
 FEATURED IN RCA VICTOR
 INTERNATIONAL MODELS**

**FAITHFUL TONE
 ACHIEVED IN NEW
 RCA VICTOR SETS**

These publicity stories have been sections, radio shows, and as the double spaced; then place them

Trade in your old set for a new 1939 RCA Victor ELECTRIC TUNING

HEAR IT! SEE IT! GET OUR TRADE-IN OFFER!

NEW 1939 RCA Victor ELECTRIC TUNING

100 BUYS A RCA Victor ELECTRIC TUNING

SEE THE 1939 RCA Victor CONSOLE GRAND NEWEST IDEA IN RADIO

FOR THE LOVE OF "MIKE"... SEE THESE NEW 1939 MODELS... THE GREATEST VALUES EVER.

Here's the Buy for July!

NEW VALUES! THEM

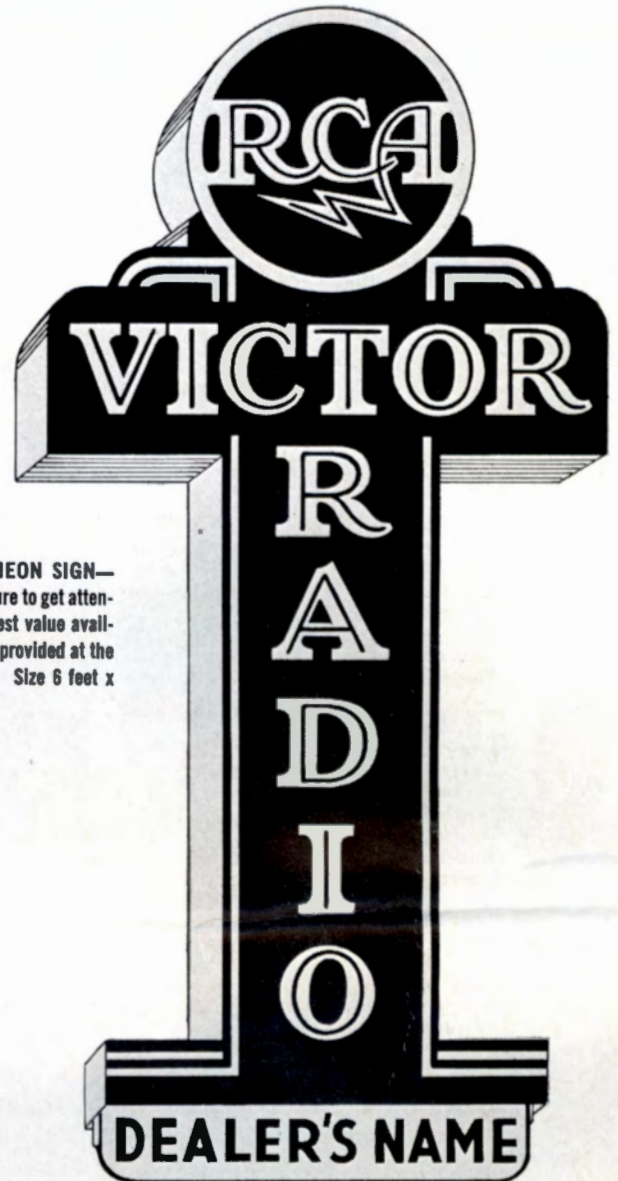
EVERYBODY the sensation Victor Radi... They will be thrills... have them off... money to

With public taste becoming more discriminating naturally, RCA Victor engineers have long recognized the fact that the high fidelity radio receiver must be a new one... to meet the... of the best possible... To a radio engineer, the best possible... High Fidelity. That leads to a design... use in broadcast transmission... and in... for those ordinary... of high fidelity. High Fidelity... have been accomplished only by... recording and reproduction and sound... system... With public taste becoming more discriminating naturally, RCA Victor engineers have long recognized the fact that the high fidelity radio receiver must be a new one... to meet the... of the best possible... To a radio engineer, the best possible... High Fidelity. That leads to a design... use in broadcast transmission... and in... for those ordinary... of high fidelity. High Fidelity... have been accomplished only by... recording and reproduction and sound... system... With public taste becoming more discriminating naturally, RCA Victor engineers have long recognized the fact that the high fidelity radio receiver must be a new one... to meet the... of the best possible... To a radio engineer, the best possible... High Fidelity. That leads to a design... use in broadcast transmission... and in... for those ordinary... of high fidelity. High Fidelity... have been accomplished only by... recording and reproduction and sound... system...

IDENTIFY YOUR STORE WITH THE BEST RADIO TRADEMARK



HORIZONTAL OUTDOOR NEON SIGN—Here is a neon sign that in store advertising value is superior to anything else at its price. Space for dealer's name at bottom. Size 2 feet 3 inches x 3 feet 9 inches.



VERTICAL OUTDOOR NEON SIGN—De luxe neon sign that is sure to get attention. Represents the biggest value available in Neon signs. Space provided at the bottom for dealer's name. Size 6 feet x 3 feet 6 inches.



INDOOR NEON SIGN—An attractive, colorful sign that is an excellent item for use inside your store or window, night or day.



INDOOR PARCHMENT SIGN—A high-quality illuminated parchment sign that will call attention to your merchandise and decorate your store. Attractively printed in 3 colors and very inexpensive.

ILLUMINATED ELECTRIC CLOCK—A beautiful two-color electric clock featuring RCA Victor Radio. Clock size: 20 inches over-all, illuminated with two 30-watt lamps. Equipped with self-starting motor at slight additional cost. (See price list).



OUTDOOR METAL FLANGE SIGN—Use this inexpensive metal sign for telling prospects you sell "Radio's greatest Value". Finished in 2 colors in baked enamel. Size 18 inches x 22 inches. Quickly installed at minimum cost.