

Birmingham Dealers

for

ATWATER KENT RADIO

"Didn't I tell you it was different?"

"MY NEIGHBOR invited me in to see his new radio set.

"What'll you have?" he said. I ordered a good band concert. He turned a little dial on the front of the set—and there was my band!"

"Now watch," my friend said, another little turn of the dial and there was a violinist—in less time than it would take to snap your fingers.

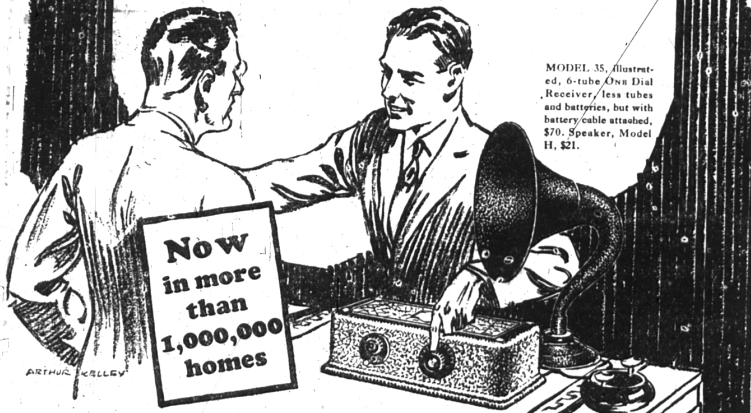
"Didn't I tell you I was going to show you something different?" said my friend. "You see, this is one of those Atwater Kent Receivers with only One Dial. As there are no other dials or knobs to juggle with, you don't have to wait to figure out combinations. You get any station within range with a flick of the wrist. If you want to, sample them all, like this—"

"He gave the dial a slow half-turn. It was a regular roll call of stations. As fast as one faded out, another came in. It was the simplest, speediest radio set I ever saw—the best tone I ever heard, too. And so I'm here to get one like it."

That's what a customer told an Atwater Kent dealer. It's the kind of story our dealers hear most often. Drop in on one and you'll see why.

EVERY SUNDAY EVENING—The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's best program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through.

WJAP	New York	WGN	Chicago
WJAR	Providence	WFL	Philadelphia
WFE	Boston	WCAE	Pittsburgh
WAC	Washington	WJAZ	St. Louis
WVAI	Cincinnati	WOP	Davenport
WYAM	Cleveland	WOL	St. Louis
WVAD	Worcester	WVON	Des Moines
			WCCO	Minneapolis-St. Paul



MODEL 35, illustrated, 6-tube, One Dial, Receiver, less tubes and batteries, but with battery cable attached, \$70. Speaker, Model H, \$21.

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for

The new RCA Radiolas so perfect in tone so simple to operate so attractively priced

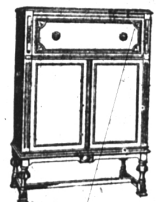
You haven't really heard radio until you have listened to a Radiola with an RCA Loudspeaker.

A wide range of choice is offered in these perfected Radiolas. There is an amazing new storage battery set at \$69.50, the famous dry-battery-operated Radiola 20 at \$78, a sensational new receiver (Radiola 17) that operates directly from the lighting socket, and de luxe custom-built models of the Super-Heterodyne—all backed by the scientific resources of RCA, Westinghouse and General Electric, pioneers and leaders in radio research.

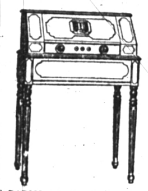
No matter what set you select, you are assured of getting a genuine Radiola.

These Radiolas are the product of the same engineers who have built the high-power broadcasting stations. They are designed so as to reproduce faithfully the perfection of tone now achieved by the transmitting apparatus in the studio.

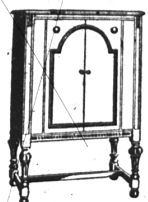
SOCKET POWER OPERATED



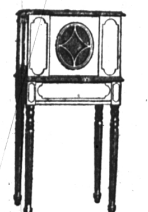
RCA RADIOLA 22—A special custom-built combination of the famous RCA 6-tube Super-Heterodyne with Loudspeaker 104—the two finest radio instruments ever designed. Operated directly from the electric light circuit—either A.C. or D.C.
Complete with Radiotrons..... \$495.00



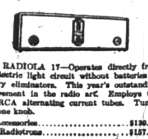
RCA RADIOLA 25—For the many who prefer receiver and loudspeaker in separate cabinets, the 25-104 combination is the standard of comparison in the radio art.
Radiola 25, with Radiotrons..... \$780.00
A.C. Package for adapting R-104 to A.C. operation with RCA Loudspeaker 104..... \$25.00



RCA RADIOLA 28-A—Custom-built—a de luxe instrument, employing the same perfected Super-Heterodyne circuit as Radiola 22, but using the new Loudspeaker 100-A. Operated directly from electric light circuit—either A.C. or D.C.
Complete with Radiotrons..... \$495.00



RCA RADIOLA 16—When used with Radiola 25, provides a perfection and volume of tone production that has been a sensation ever since it was introduced.
RCA Loudspeaker 104 (A.C.)..... \$275.00
RCA Loudspeaker 104 (D.C.)..... \$275.00

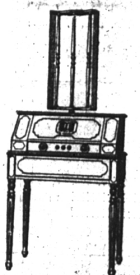


RCA RADIOLA 17—Operates directly from the electric light circuit without batteries or battery eliminator. The year's outstanding achievement in the radio art. Employs the new RCA alternating current tubes. Tuned with one knob.
Less accessories..... \$129.00
With Radiotrons..... \$137.00



Buy with confidence when you see this sign

BATTERY OPERATED



RCA RADIOLA 26—The famous receiving set that brought a new meaning to radio in thousands of American homes. Employs the tried, tested and perfected RCA 9-tube Super-Heterodyne circuit.
With Radiotrons..... \$595.00



RCA RADIOLA 29—The "Smart" radio in radio. Many times as selective as the average automatic set. A battery operated set that can readily be adapted to A.C. operation.
Less accessories..... \$79.00
With Radiotrons..... \$95.00



RCA RADIOLA 100-A—The widest musical range ever achieved with one-dial control. A storage battery set of great compactness. For selectivity, sensitivity and tone quality, it sets a new standard for receivers in the price class. By use of shock-power device, it can be adapted for A.C. operation.
Less accessories..... \$95.00
With Radiotrons..... \$121.75



RCA LOUDSPEAKER 100-A—This refinement of the popular model 100 embodies improvements in construction which give greater sensitivity and ability to handle greater volume.
\$65.00



MODEL 30 ATWATER KENT
A six-tube set in solid mahogany case, fitted for its marvelous tone and razor-like selectivity; simple, single dial control.
\$80 CASH
1/3 DOWN—10 MONTHS TO PAY



MODEL 33 ATWATER KENT
A new set in the famous Atwater Kent line with special "neef" tuner, priced at \$12 cash.
\$90 CASH
1/3 DOWN—10 MONTHS TO PAY

SPECIAL!

6-TUBE ATWATER KENT RADIO
In Pooley Cabinet

The most sensational radio value for many a day. A marvelous receiving set with single dial operation; six tubes in exquisite Pooley cabinet. Buy yours tomorrow.

\$145 CASH

EQUIPMENT INCLUDES:

- 1 Model 30 Atwater Kent 6-tube set.
- 1 Pooley cabinet with built-in speaker.
- 2 Ever-Ready B Batteries, layer built type.
- 1 Ever-Ready C Battery.
- 1 Westinghouse A Battery.
- 6 RCA Tubes.

1/3 DOWN—10 MONTHS TO PAY

Leonard Electric Co.

134 West Maple Phone 223