

Store Hours:  
8.30 to 5.30 Daily  
Including Saturdays

# EATON'S DAILY STORE NEWS

To Call Eaton's  
Dial 3-2-5

## "The New Transcends the Old, in Signs and Tokens Manifold"

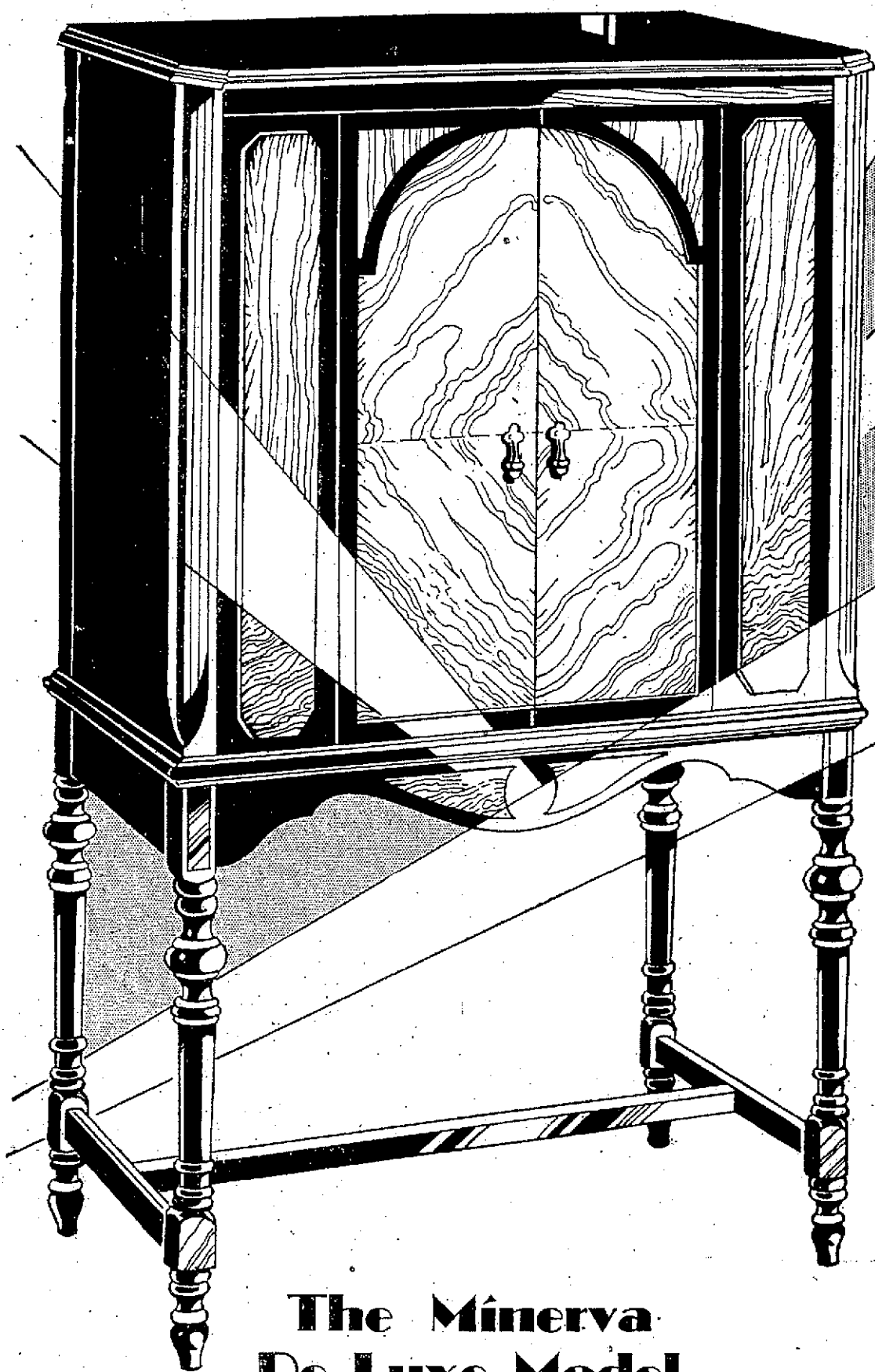
# RADIO RECEIVING SETS AND COMBINATIONS

**New Models Illustrate Recent Tremendous Advances In Tonal Quality and Power**

**R**ADIO! Once more it's in the air! Jazz—stock markets—lectures—concerts—ready to be picked out of the ether at the flick of a dial.

And here at Eaton's, are the new radios — improved out of all knowledge in tone—in clarity—in power—and in the classic beauty of their cabinet work. Tremendous advances over past radio seasons are to be noted in every way.

The instruments are on display on the Seventh Floor—a dozen different makes. Experts are there to demonstrate them—to explain—to aid in selection.



**The Minerva  
De Luxe Model**

All Electric — In Handsome McLagan Walnut Cabinet

THE Peerless Dynamic Loudspeaker built into this splendid cabinet reproduces the lowest tones of the pipe organ and the highest note of the soprano voice realistically. This, coupled with the 8-tube, all-electric shielded neodyne receiver, makes it a set that is all one could wish for.

A single control receiver with volume control designed so that the music or voice can be adjusted from a whisper to full volume.

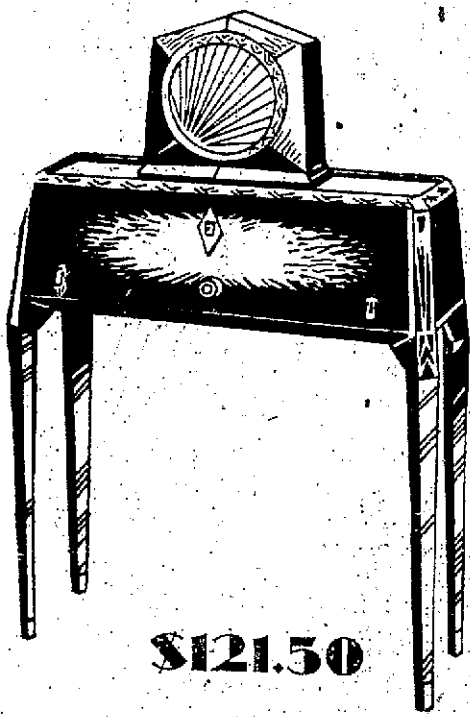
Supplied with eight Radiotron tubes.

**\$212.00**

Minerva Low-Boy Complete at \$169.00

### New! The Art Moderne Radiola

No. 33—Ideally Adapted to the  
Small Apartment



**\$121.50**

screen-grid tubes and fitted with dynamic speaker. \$271.75.

Deferred Payment Terms Available

THE sketch shows what a graceful instrument the Radiola is—and how little space it takes up in the small living room. The cabinet is delightful—a rich gleaming walnut.

The Radiola is designed by expert engineers to give good selectivity, and the purest interpretation of tonal values ever achieved at this price, complete.

Note: Radiola No. 46, featuring the

### Rogers Combination Set

By the Makers of the  
Original Battery-less  
Sets

THE years of experience behind the manufacture of the Rogers Combination set is ample guarantee of its high quality. It has an unusually beautiful tone, and is excellent for long distance stations.

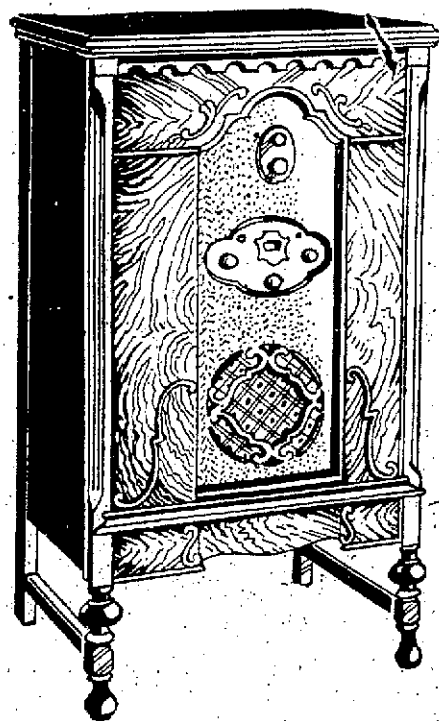
It is fitted with the new Rogers A.C. tubes and features the popular single dial control. Priced at

**\$395.00**

A Note Addressed  
to  
**'The Shopper'**

—from out-of-town customers—will enlist the aid of our expert shopping staff in making a personal selection from goods advertised on this page.

### Atwater Kent Combination



Achieves New Heights  
in Radio Attainment

A WORLD-famous model where distance-getting is the object, for it is distinguished by unusual sensitivity. Beautifully cabined in gleaming walnut with satinwood inlays—a distinct adornment to any room.

This year's new model features screen grid tubes and the new A.K. dynamic speaker. A great value and a great receiver at its reasonable pricing of

**\$378.50**

The Atwater Kent Screen Grid Radio Receiver, \$265.

### Marconi Radio \$268.00

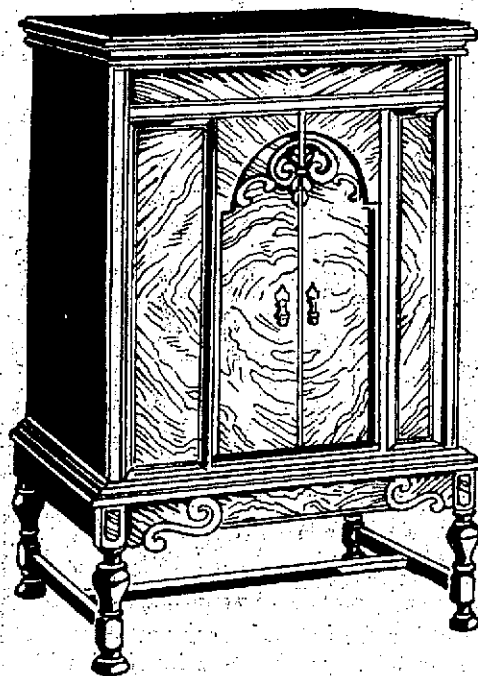
Surpasses All Previous Standards

THIS radio is famous for its superior performance and life-like realism of tone—and for operative simplicity.

Precision of workmanship makes it exceptionally reliable, and its cabinet beauty makes it an addition to the living-room.

These features:—9 tubes—complete shielding—four-gang tuning condenser—uniform tuning—one dial station selector—automatic voltage regulator and output choke.

### The Majestic Combination



An Amazingly  
Sensitive and  
Selective Instrument

THE lifelike quality and colorful beauty of its tone have established the fame of this beautiful instrument.

A new principle developed by the Majestic makes this receiver extraordinarily sensitive and selective. There is no oscillation, no "back-ground noise"—whether the wave length is high or low you hear only music or voice.

The cabinet is beautiful rich walnut with rose carving. Inlays of golden-toned burl.

The Majestic Combination

**\$465.00**

The Majestic low boy, 8 tube, fully shielded, with dynamic speaker, \$240.25.

**T. EATON CO.**

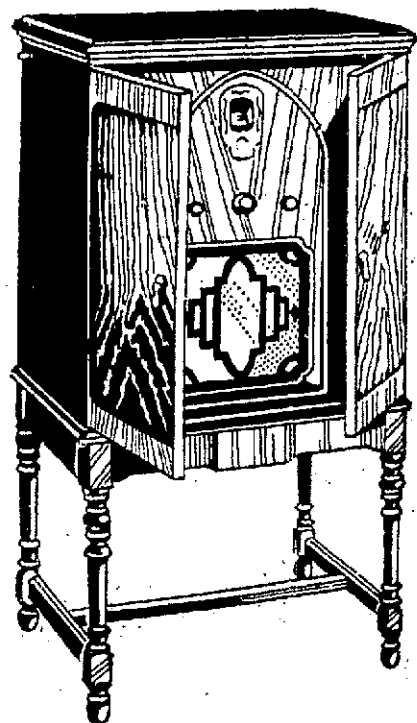
### De Forest Crosley "Tudor"

Wonderful Set for  
Distance and Clarity

THE DeForest Crosley Tudor brings in distant stations, clearly, thrillingly alive! And it brings in stations close at hand without blasting. No distortion, no 'mechanical' sound. Rendition of voice and instrument is perfectly natural.

Many improvements have been achieved in this new model with its screen grid tubes and dynamic speaker. The cabinet, too, is a masterpiece in walnut, with doors which fold neatly back. Sketched at right.

**\$298.00**



### Philco Highboy, \$240.75

This Machine is Cabined in Rich Walnut

THE Philco radio is well known for its great power in bringing in distant stations with clarity and naturalness of tone.

It features the simple single dial control. The dynamic speaker gives the set a very fine, true tone. Reasonably priced at \$240.75.

### New Brunswick Combination

Radio With Panatope—Model 31

THE Brunswick combination is a notably artistic creation. In reproducing qualities it is an instrument for the most discriminating—presenting a remarkable naturalness of tone.

Model 31 combines Brunswick's new 9-tube tuned radio frequency neodyne-type receiver with the celebrated Brunswick Panatope for phonograph records. Features include:

Noiseless induction disc motor.

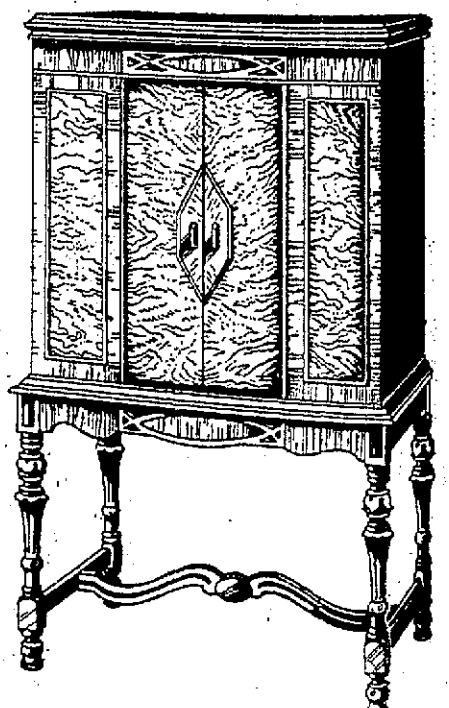
Magnetic pick-up.

Sensitivity control, and roomy record reservoirs.

Records reproduced electrically by means of the distortionless amplifier and the electro-dynamic loudspeaker.

The Radio Receiver has an electro-dynamic speaker of the latest design, single dial tuning control, with volume control, assuring gradual variation of volume to both records and radio from zero to maximum.

**\$378.50**



Radio Section, Seventh Floor, South

BACK OF THIS PAGE AN EATON ANNOUNCEMENT FOR TODAY'S SHOPPING