



\$4⁵⁰

DOWN

Balance equal monthly payments; small carrying charge.

Set Sold
Complete
\$45

Introducing at a Sensational 3-Day Price

The Broadway Midget In Console Model

*Beautiful Walnut Veneer Console, Midget
Complete Slips In or Out of Console*

The lovely brand new Cabinet sketched was built especially for The Broadway's Midget Radio. Slip The Broadway Midget (complete) in or out of the console, in a jiffy. Now you can enjoy the portability and compactness of The Broadway's Midget . . . yet have the elegance of a console model! Console's artistic yet simple lines "tie-in" with any style furniture. Christmas Gift idea de luxe, at a 3-Day Sale Price! Ask for demonstration!

\$45

Broadway Midget Console Specifications

- | | | |
|-------------------------------|--------------------------|---------------------------------------------------------|
| 1. Walnut Veneer Console. | 3. All-Electric A.C. | 6. 3-Gang Condensers. |
| 2. Set Complete with 6 Tubes. | 4. RCA Licensed Circuit. | 7. Selective, Sensitive! Clear, Supremely Natural TONE. |
| | 5. Lansing Loud Speaker. | |

—The Broadway—Radio Salon—Fifth Floor

The BROADWAY

BROADWAY DEPARTMENT STORE, Inc.
Broadway, Fourth and Hill

Telephone Order Service MUtual 9311
General Calls MUtual 9371

Last Day! Broadway Midget Radio, Table and Case—

All for the Price of the Radio Alone!

\$39⁵⁰

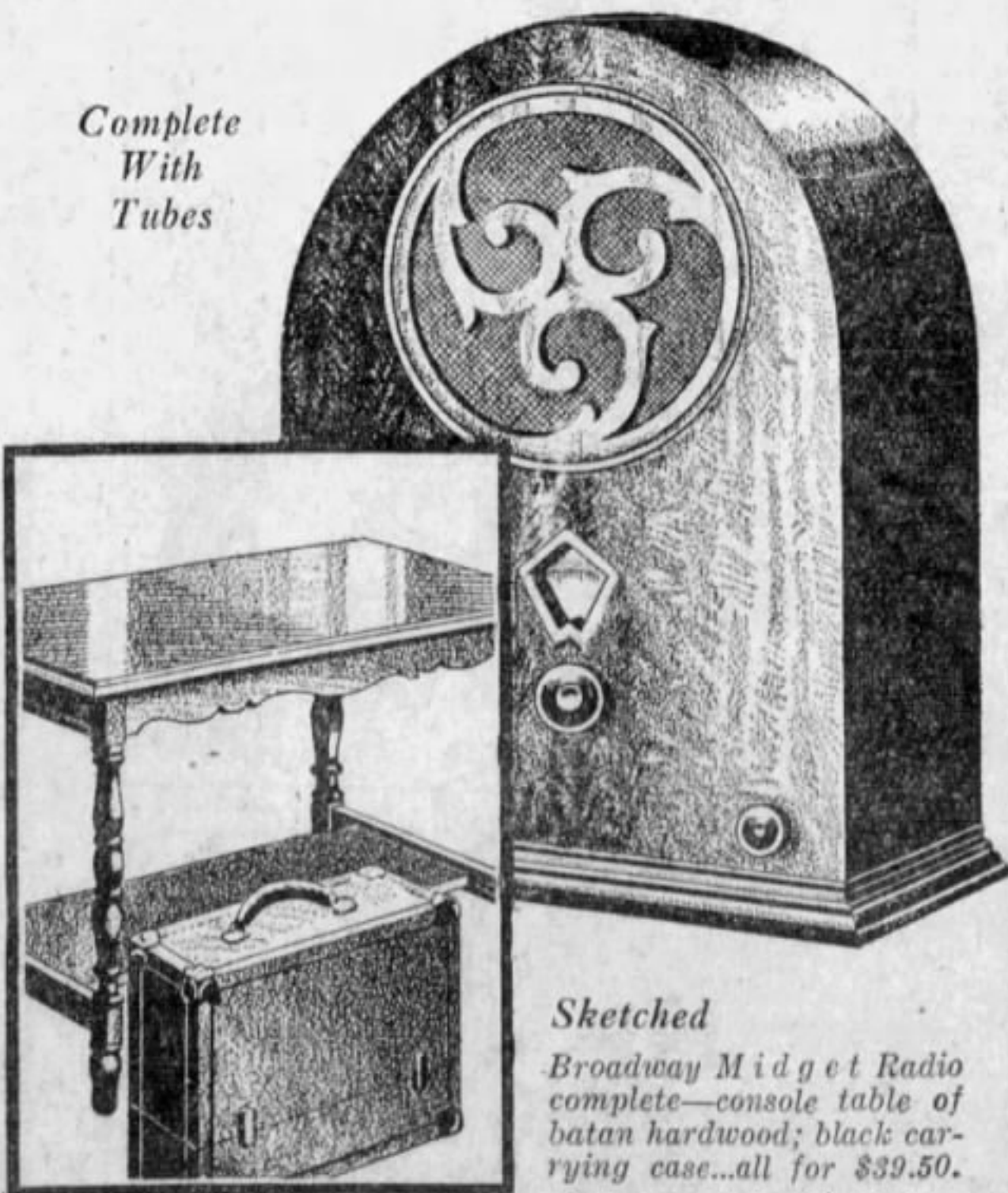
*Complete
With
Tubes*

Last Day of Anniversary Sale offer! A radio value to bring scores to The Broadway at 9 o'clock, Saturday! The famous Broadway Midget—most outstanding midget radio in Southern California... at \$39.50. *Now with table and carrying case included in the price!*

Take the radio wherever you vacation—in the convenient case. Place it proudly on the handsome console table, when at home. Pay only \$39.50, Saturday at The Broadway!

\$4 DOWN. Balance equal monthly payments, small carrying charge.

The Broadway—Radio Salon—Fifth Floor.



Sketched

Broadway Midget Radio complete—console table of batan hardwood; black carrying case...all for \$39.50.

The BROADWAY

MALCOLM McNAGHTEN PRES

BROADWAY FOURTH AND HILL

TELEPHONE ORDER SERVICE MUTUAL 9311

Select Your Own Merry Christmas Gift, Tomorrow!

The Broadway's Midget Console Radio

Here is the radio you've wanted! It has TONE QUALITY. Is Selective, Sensitive. Will give you whatever Volume you want. The console of polished Walnut Veneer is a beauty. Of a size to fit perfectly into the modern cottage or apartment. But, you say, "I can't take a Console Radio to the cabin or carry it up to my own room... portability is what I want in a radio." But this console has just that, too! Look...

\$49⁵⁰ COMPLETE

\$5⁰⁰

DOWN

Balance equal monthly payments; small carrying charge.

The Broadway Midget, Complete, Slips In and Out of Console as Easily as the Watch in Your Pocket!

Convenient... no adjustment necessary. When you want to take the Midget with you, just slip it out of the Console Case. When you're through, put it back. Just as easy as that! No fuss or bother. This way, you really own TWO RADIOS IN ONE!

- | | | |
|-------------------------------|------------------------------|----------------------------|
| (1) Midget Complete, 6 Tubes. | (3) R.C.A. Licensed Circuit. | (5) 3-Gang Condensers. |
| (2) All-Electric, A.C. | (4) Lansing Loud Speaker. | (6) Walnut Veneer Console. |

The Broadway—Radio Salon—Fifth Floor.



MIDGET RADIOS

The Broadway's Own!
With Carrying Case!

\$23⁸⁵

"Ask the man who owns one!"
Ideal for apartment, bungalow, child's room. *Follow every play with it, Saturday afternoons!* 6-tube, Lansing speaker . . . sensitive, selective. Easy Terms.

Radio Sales—Fifth Floor.



173 EAST
COLORADO

EASTERN
O U T F I T T I N G C O

173 EAST
COLORADO

Broadway at Ninth (Los Angeles) — 4717 S. Broadway — 4768 Whittier Blvd. — 6535 Pacific Blvd.

THE NEW CREST RADIO

*No Cash Down
Only
\$1 Weekly*

\$39⁵⁰



See and Hear This New Mantel Model

—And Judge Its Performance for Yourself

A New Mantel Model Radio—at an almost unbelievably low price and available on Eastern's liberal terms! The Crest—a thoroughbred in every sense of the word! From its exquisite walnut finished cabinet to its sparkling, life-like tone—this set creates a new value in radios! We invite you to listen to this receiver. **You** be the judge—**You** decide whether any set in, or near, the Crest's price class can compare with it! All the pleasures of modern broadcast are brought to you by this marvelous Crest Radio. Brought to you at a price within easy reach — especially on Eastern's liberal terms! Be sure to hear this radio, at the Eastern, soon!

Trade in Old Furnishings

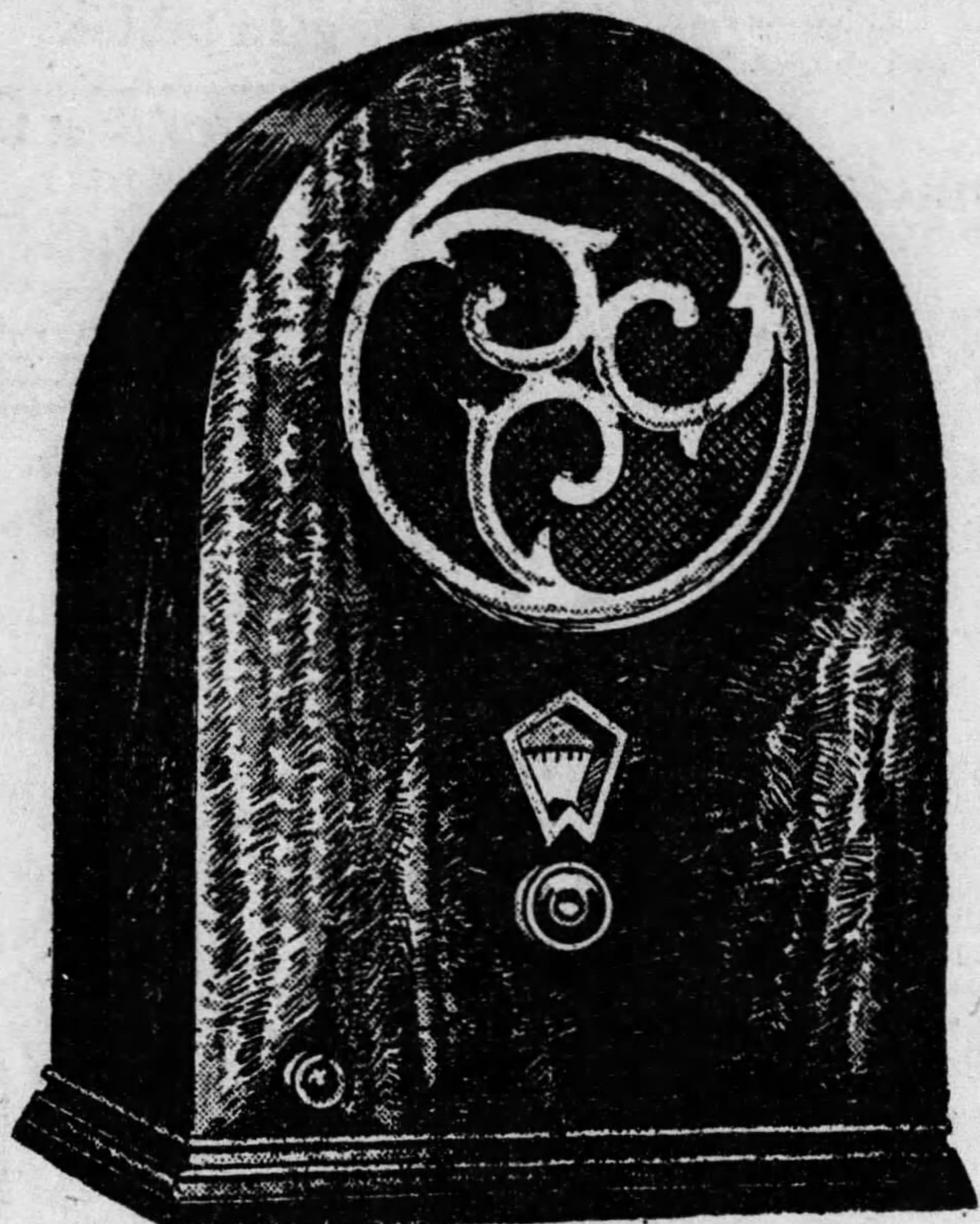
Trade in your old piano or furnishings as a part payment on this Crest Radio. Call the Appraiser at TErrace 7810. He will make an appointment at your convenience. There is no Cost or Obligation for this service.

Free Home Demonstration

Hear the Crest Mantel Model Radio in your own home; under the conditions that it will have to face if you purchase it! Listen to its tone, test its selectivity, unleash its power and examine its cabinet at your leisure. Call TErrace 7810 for a Free home demonstration. No Obligation.

(Eastern's Pasadena Branch Remains Open Daily Until 6 P. M.—and Until 9 P. M. Saturday)

173 EAST COLORADO—2ND FLOOR COLUMBIA BLDG.



A New Radio Sensation!

—At Loveman's Exclusively
In Birmingham—The

SYRENE

RCA Licensed

6-TUBE ALL-ELECTRIC MIDGET RADIO

A Real

\$59.50

Value

39⁵⁰

Complete

FREE AERIAL INSTALLATION

Here Is What You Get!

Syrene All-Electric Radio
Full Toned Lansing Speaker
Beautiful Walnut Mantel Cabinet
6 Perryman Guaranteed Tubes
A Complete Aerial Kit
Free Installation and Service

3 Months Guarantee On Every Part and Tube

You Can Mail or Phone Your Orders

CLUB
PLAN
PAY



BALANCE
MONTHLY
NO INTEREST

LOVEMAN'S—FOURTH FLOOR

THE JONES STORE CO.

CHARGE PURCHASES PAYABLE BY FEB. 10th



What A Radio Sale!

*The King of All the
Midgets, Wonderfull Value*

SYRENE

**Brand New! Up-to-the-Minute Features! Offered for
the First Time at This Sensationally Low Price—**

NEWS! GREAT NEWS! Certain to crowd the Radio Department! Just imagine! New. Modern instruments, built and guaranteed by a nationally known maker, for \$32.95. The very features you want... Beautiful TONE... Selectivity... Sensitivity... Power... Handsome Cabinet.

\$32⁹⁵
Complete!

***Little in Size, but—
WHAT A PERFORMER!***

- Goes Anywhere You Go.
- Plugs in Any Light Socket.
- A Six-Tube Set.
- Large Lansing Speaker.
- All Metal Chassis—Cadium Plated.
- Weights Only 19 Pounds.
- All Tubes Are ACREMETER Tested.

Jones'—Main St., Second Floor.

\$3 **Delivers
To Your
Home**

*Balance in Easy
Monthly Payments*

Special Purchase Sale!

Syrene Radios



29⁵⁰

Complete With
Six Tubes

Made to Sell
for 59.50

You Save
\$30

Read the Specifications

Lansing Loud Speaker--All-Electric A. C.--
R. C. A. Licensed Circuit--3-Gang Condenser.

Because of the low price, we can make no home
demonstrations. All sales must be final.

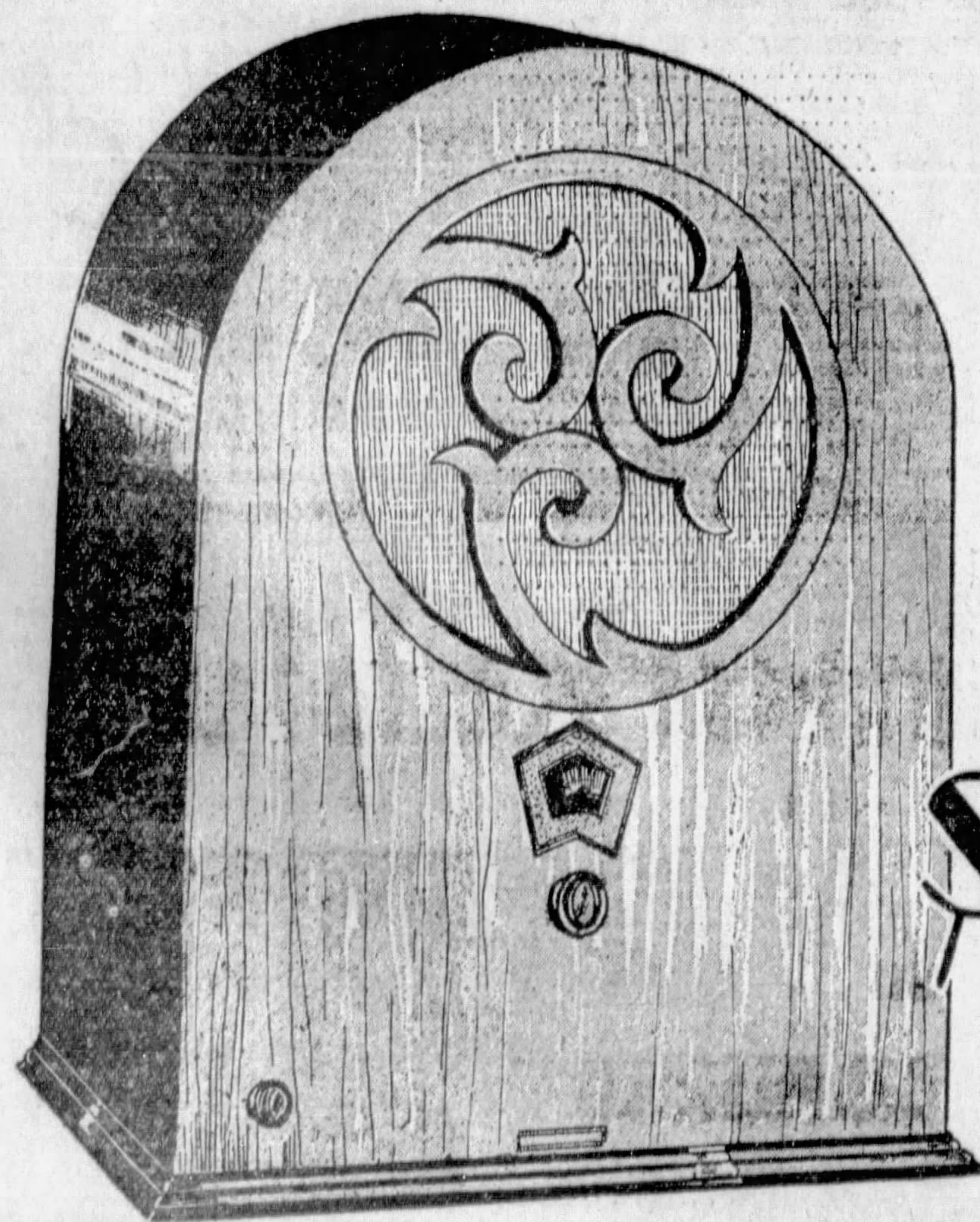
\$5 Down—\$3 a Month

Plus regular carrying charge
Cash or 30-day charge account

Here's News! The Lowest Price We've Ever Known for a Fine A. C. Radio!

All-Electric Midget Radios

50 Only, in This Special Purchase Sale Monday



\$39.50
Complete!

Terms Arranged

Note These Features:

Six tubes.
Large size Lansing Speaker.
Metal chassis, cadmium plated.
Rich, clear tone.
Oversize power transformer.
Three-gang variable condenser.
Attractive cabinet.
Weighs only 19 pounds—easy to carry from room to room. Ideal for the apartment or small home.
A remarkable value at \$39.50, so act promptly if you expect to get one.



THE CRESCENT

The Treasure House of Christmas Gifts



See page 12 for Rhodes Greater Dollar Day

RHODES BROTHERS

Broadway, Eleventh and Market

Telephone Broadway 1221

SCOOP!

200 all-electric

SYRENE RADIOS



A Dollar-Day Sale Headliner

\$38.75

*New---a second shipment of these amazing radios
Licensed under RCA, Hazeltine & Latour patents*

Beautiful walnut cabinet

Six tubes—all A. C.

One No. 171 power tube

Large-size Lansing speaker

All-metal chassis, cadmium plate

Light weight—only 19 pounds

Clear, pure tone

Extremely selective

Three-gang variable condenser

Electrolytic filter condensers

Oversize power transformer

Eby sockets throughout

\$3⁷⁵

Down
Payment

A beautifully toned, guaranteed, all-electric radio—priced inexpensively. It's just what you want—easy to take from room to room, on trips or to your country place for the week-end. The equivalent of a higher-priced model.

Easy Budget Terms

—Rhodes, Radios, Sixth Floor



Fifty Syrene Radios

\$ **38**⁷⁵

Beautiful walnut cabinet; six tubes—all A. C.; one No. 171 power tube; large-size Lansing speaker; all-metal chassis, cadmium plate; light weight, only 19 pounds; clear, pure tone; extremely selective; three-gang variable condenser; electrolytic filter condensers; oversize power transformer; Eby sockets throughout.

Radio Prices Lower Than Ever

Radio Tubes Only \$1

We have cut the price on all these all-electric radios to the point where the VALUE is outstanding