

**It's NEW!**

**It's NECESSARY!**

**It's "SPECIAL" Now!**

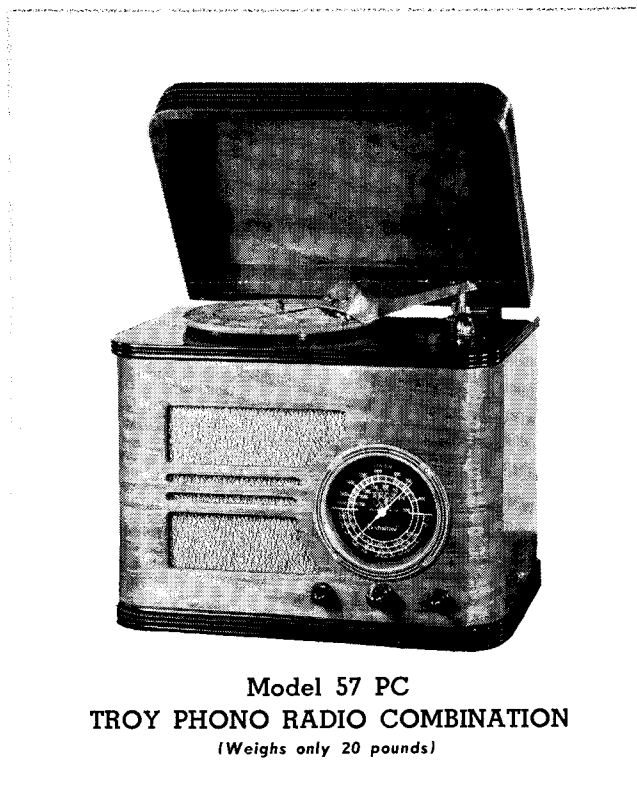
# SPECIAL!

FREE . . . for a limited time only! A regular \$10 carrying case for this radio-phonograph combination. This re-inforced case is sturdily constructed and has a handle and chrome metal fittings. For only a short time, we are including this case with the radio . . . both, just \$49.50!

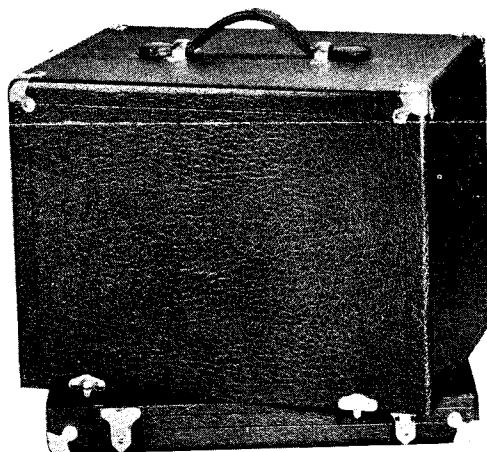
*Here's a combination*

## Troy RADIO and PHONOGRAPH

COMPLETE WITH CARRYING CASE



Model 57 PC  
TROY PHONO RADIO COMBINATION  
(Weights only 20 pounds)



Left: ILLUSTRATION OF THE \$10.00 CARRIER THAT IS INCLUDED AT \$49.50 NOW!

For real radio-phonograph performance at a price! Never before in history has it been possible to buy for \$49.50 . . . a good-looking, up-to-the-minute radio PLUS a phonograph that plays 10 and 12-inch records PLUS a carrier that gives the maximum in easy portability. Ideal for schools. Complete with aerial, and encased in beautiful tongue and groove walnut cabinet. Order now!

*These radios make splendid CLASS GIFTS*

### 5-Tube Super Heterodyne Radio in a Walnut Cabinet



with new Centralized Station Listed Dial

It's a brand new, 1937 model that will out-perform anything in its class. And besides, note the very individual design of the smart walnut cabinet. Specially priced for a short time **19.95**

### All-Wave Model-9 Tubes Metal Tubes, 3 Bands

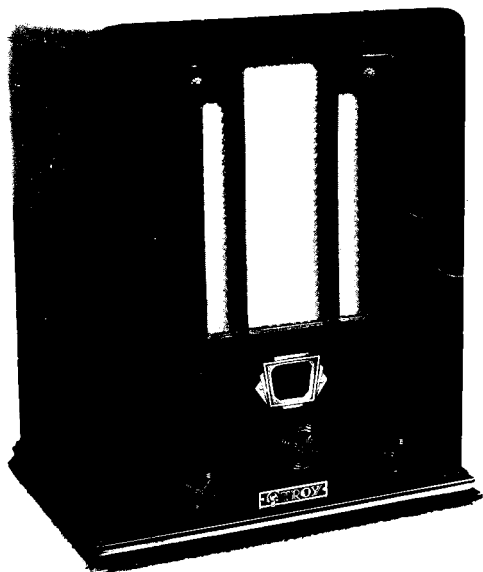


with new Centralized Station Listed Dial  
Mystic Tuning Eye.

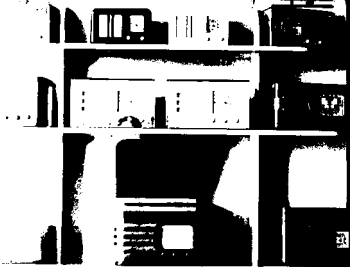
This model has the new "Mystic" tuning eye, 9 metal tubes, centralized station dial, and is capable of receiving distant foreign stations, and regular broadcasts . . now priced at only **39.95**

**TROY**  
**RADIOS AND**  
**PHONOGRAPHS**

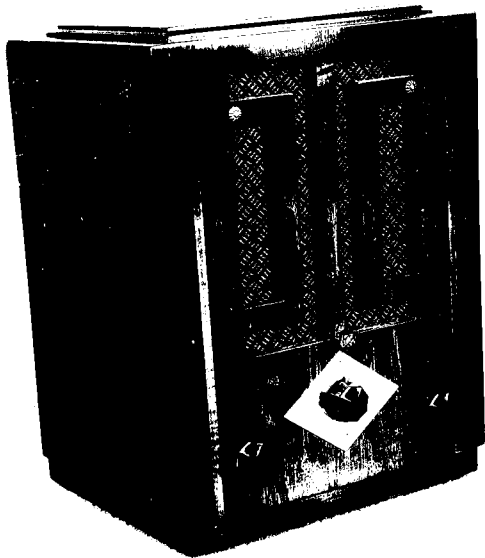
*The Radio  
of Beauty*

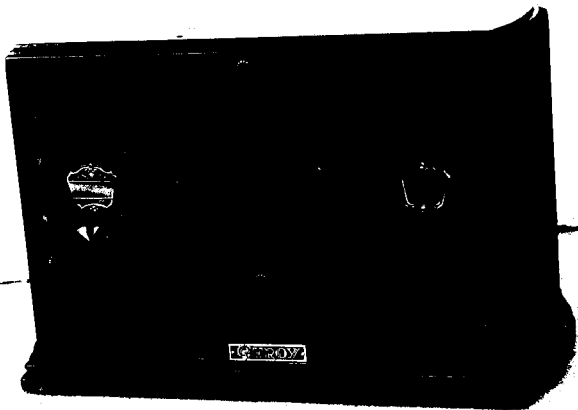


# TROY RADIO'S



*"Radio of Beauty"*





MANUFACTURERS  
**ALL-WAVE RADIOS**  
WHOLESALE  
**1142**



MANUFACTURERS  
**AUTO RADIOS**  
WHOLESALE  
**1144**

**VE**  
**J**  
**AXLES**  
**DRIVE SHAFTS**

**DUCTS**  
**Exchange**

**B**  
**S**





RADIO

1142

TROY



RADIO

Full Wave

RADIO

PHONES

WHOLESALE

"the radio of beauty"

new

1935?

TROY

*"The Mark of Merit"*

1937 MODELS

... with ...

NEW CENTRALIZED COLORVISION  
STATION DIALS — MYSTIC TUNING  
EYE—METAL TUBES.

*"truly exceptional"*

**"THE RADIO WITH THE**

**TROV**

**GREATEST PERFORMANCE"**

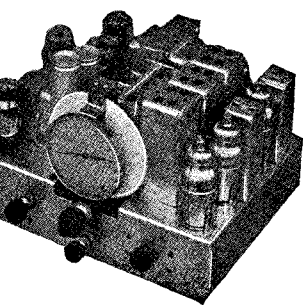
... Nations ... Continents ... Cities ... Seas  
... in Touch in a Flash ... with one  
another by Radio ... clearly and quickly!

NEWS • MUSIC • SPEECHES • EVENTS

... World Wide Distance Reception at an  
instant. Miles mean nothing, a snap of the  
Switch and a Turn of the Dial Give Results!

SHIPS • AEROPLANES • POLICE • DOMESTIC • FOREIGN

**TROY CHASSIS CONSTRUCTION**  
 Greatest efficiency and results are obtained by perfection in workmanship and engineering.  
 All Troy Chassis use material of the highest quality and are assembled to a standard of precision so as to give the maximum service.



**NEW SENSATIONAL  
 ALL METAL TUBES**

Sturdily  
 Constructed  
 Compact  
 In Size  
 Tone Quality  
 Improved  
 Quieter



Sealed in Steel

Increased  
 Sensitivity  
 Perfect  
 Shielding  
 Superior in  
 All Wave  
 Sets  
 Modern

**New, Perfected  
 CENTRALIZED STATION DIAL**

Station after  
 station—no  
 numbers to  
 remember  
 3 lanes of stations  
 to tune from.

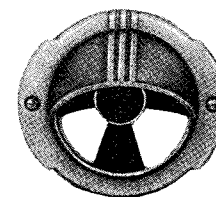


You can now  
 tune in your  
 favorite broad-  
 cast quickly and  
 accurately  
 Easy to read.

"12 STATIONS IN 10 SECONDS"

**TROY "MYSTIC" EYE**

Blinks  
 them in  
 accurately,  
 quickly and  
 efficiently



Sharpens  
 your tuning,  
 giving better  
 quality re-  
 ception on all  
 programs.

NO GUESSING

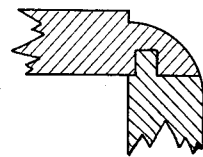
INSTANT TUNING

"THE TUNING EYE THAT SEES ALL"

**CABINETS BY TROY**

All cabinets are specially constructed, tone-built to give exact musical reproduction. They are made from imported grained woods.

Tongue and groove, lock and butt joint construction makes fine permanent furniture.

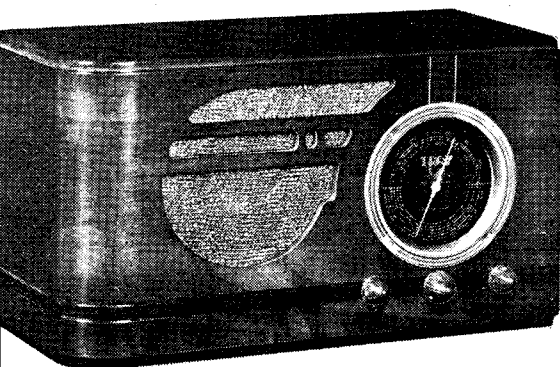


Properly processed—Rigidly built—Carefully selected material—Beautifully finished.

"BUILT LIKE A FINE MUSICAL INSTRUMENT"

**AMERICA'S POPULAR BROADCAST  
 RADIO RECEIVER  
 MODEL "SEVENTY-FIVE" Superheterodyne**

With new Centralized Station dial  
 Beautiful walnut grain cabinet.  
 Marvelously clear and distinct reproduction.



MODEL 75—MASTER

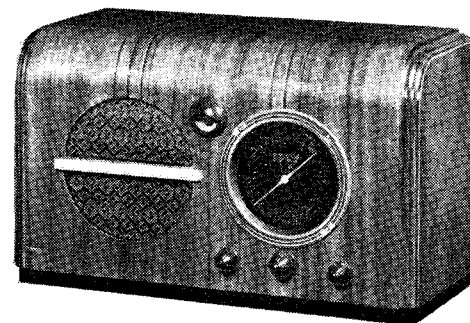
The Model 75 will out-perform most receivers of its type under extreme conditions. A world-beater in achievements. More value, better construction, better results. A radio with individual design. Superior in performance, grace and style—compare to the better and more expensive receivers.

America's Favorite Super Radio—Model 75.

**THE MODEL "SIXTY-SIX"  
 FOREIGN-AMERICAN SHORT WAVE  
 TROY RADIO SPEAKS  
 PERFORMANCE**

Russia, South America, England, Japan, France, Italy, Germany—world-wide reception now in your home same as regular domestic programs.

News from Abroad to you with the World's Finest Distance Radio.

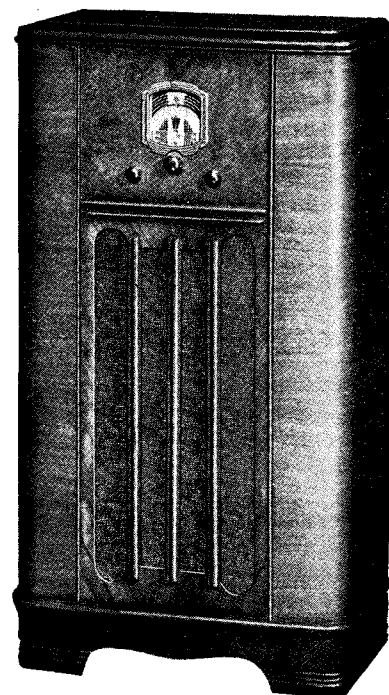


MODEL 66—FOREIGN-AMERICAN with MYSTIC TUNING EYE

Broadcasts from short wave stations, both foreign and domestic can easily be tuned in with sufficient volume and clarity to fill the home. If distance is not desired, just switch back to your local programs. More volume than needed is yours. No blasting is experienced—due to the perfect automatic volume control system.

"Keep in touch with the World"...with one of the greatest Radio Values.

**THE CONSOLE BEAUTIFUL  
 EXQUISITE IN BEAUTY AND TONE  
 FURNITURE FOR THE FINEST HOME  
 THREE RADIO MODELS to choose from—**



This most distinctive furniture made cabinet is built to reproduce perfect true fidelity of tone. Equipped with heavy speaker baffle and non-vibrant acoustical grill cloth. Highly polished, beautifully grained and rigidly constructed.

Three perfected Superheterodyne models available in this fine console to meet each and every requirement.

MODEL 75C—MASTER DELUXE  
 MODEL 66C—FOREIGN-AMERICAN  
 MODEL 95C—ALL WAVE with MYSTIC TUNING EYE

"The Radio Console of Lasting Beauty"

**NOW—YOUR OWN PROGRAMS WITH THE  
 NEW SENSATIONAL TROY  
 RADIO-PHONOGRAPH COMBINATION:  
 MODEL "SEVENTY FIVE"  
 PHONO-RADIO**

PLAYS UP TO 12 INCH PHONOGRAPH RECORDS  
 More volume than needed for any home

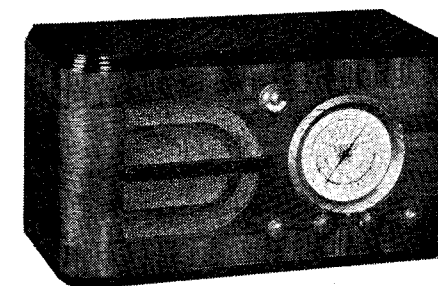


MODEL—75 PC

Artists are born—geniuses are few. Fine composers of rare beautiful music are never forgotten. Good music is yours either by radio or through your favorite recordings; you may now arrange your own programs of such artists you enjoy, in your own home, any time, from a collection of the world's finest records. "Re-create artists at home."

**THE "NINETY-FIVE"  
 ALL-WAVE, MODERNE RADIO WITH  
 ● "MYSTIC TUNING EYE"  
 ● "METAL TUBES"  
 ● "CENTRALIZED STATION DIAL"**

The last word in  
 Design, Beauty and Performance



MODEL 95—ALL WAVE—9 TUBES

If it is Distance and Tone you desire—select the TROY NINETY-FIVE.

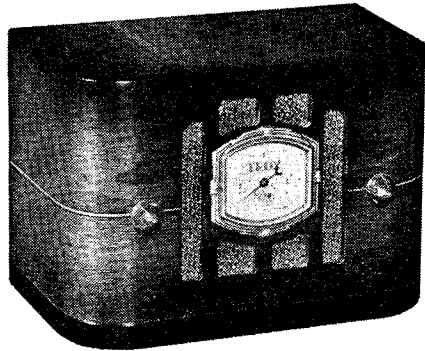
A sensational, efficient radio with distinctive style, unexcelled performance and unequalled value. Due to the super construction, modern features and fine parts, excellent results can be obtained with this highly sensitive and efficient receiver. Most any distance station in the world, of importance, can be tuned in with great volume. The oversized speaker used, gives tone quality of the highest degree. An ideal receiver for those so-called difficult locations.

The Wonder Radio with "Mystic Eye"

## THE NEW TROY "COMPACT" MODEL "FOUR" DE LUXE

An excellent performer. Brings in stations with ample volume and fine tone quality.

"Place a **COMPACT** in every room"



### MODEL 4—DELUXE

Gives to every home a Receiver, small in size but with plenty of volume and fine tone quality for any room. A Radio priced within the means of all. A super value of extraordinary beauty, refinement and efficiency. Can be moved easily due to its compactness—will play on any aerial. A midget radio that will meet the requirements of every home or office.

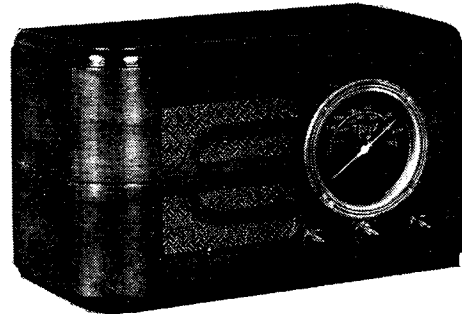
"Excellent radio entertainment at a low cost"

## 1937 SUPER SENSATION

## TROY "50"

### AC-MODEL "FIFTY"

A new superheterodyne receiver featuring the "Centralized" station dial—an excellent, powerful performer with fine tone quality.



### MODEL 50—AC SUPER

This new 5-tube super radio is by far one of America's outstanding values in radio. A receiver with power, beauty, tone and quality throughout, making it a super value at the price offered. The Model 50 will perform in the toughest spots and will deliver good clear reception.

"MODEL 50 HAS PUNCH, PEP AND VALUE!"

## SPECIFICATIONS OF ALL MODELS

Model	Tubes	Type of Tubes	Wave Length in Meters	Power Supply	Spks. Size	Cabinet L-H-D	Wt. in Lbs. Unpacked	Type of Cabinet	Outstanding Features
4—6D6, 6C6, 42, 80		G	175-550	AC	5"	10x7 $\frac{1}{4}$ x6 $\frac{1}{4}$	8 $\frac{1}{2}$	Table	2 Screen Grid Tubes
50—6A7, 6F7, 42, 80, 610-10		G	175-550	AC	5"	13 $\frac{3}{4}$ x8 $\frac{3}{4}$ x6 $\frac{3}{4}$	11 $\frac{1}{2}$	Table	Superhetrodyne, Automatic Overload, Tone Control Centralized Dial.
75—6A7, 6D6, 75, 42, 80		G	175-550	AC	5"	15x8x7	12	Table	Automatic Volume Control, Tone Control, Centralized Dial.
75C—6A7, 6D6, 75, 42, 80		G	175-550	AC	8"	20x36 $\frac{1}{2}$ x11	34	Console	Automatic Volume Control, Tone Control, Centralized Dial Extra hvy. Cabinet & Speaker
75PC—6A7, 6D6, 75, 42, 80		G	175-550	AC	6 $\frac{1}{2}$ "	13 $\frac{1}{2}$ x11 $\frac{3}{4}$ x9 $\frac{1}{4}$	20	Table Model Phone-radio	Large Speaker, RCA Motor and Pickup. All other features same as Model 75.
66—6A7, 6D6, 75, 42, 80, 6G5		G	43-150 175-550	AC	5"	15x9 $\frac{1}{2}$ x7	12 $\frac{1}{2}$	Table	Tuning Eye, Centralized Dial. Automatic Volume Control.
66C—6A7, 6D6, 75, 42, 80, 6G5		G	43-150 175-550 2 Bands	AC	8"	20x36 $\frac{1}{2}$ x11	34	Console	Large size Speaker, also all features of No. 66.
95—6A8, 6K7, 6K7, 6H6, 6F5, 6F6, 5Y3, 6G5, 610-10		M	16.5-550 3 Bands	AC	6 $\frac{1}{2}$ "	16 $\frac{1}{2}$ x10x8	16 $\frac{1}{2}$	Table	Centralized Dial, 2 stages intermediate frequency — Tone-Control — Automatic Volume Control, Tuning Eye, Shielded Coils, Heavy duty Speaker.
95C—6A8, 6K7, 6K7, 6H6, 6F5, 6F6, 5Y3, 6G5, 610-10		M	16.5-550 3 Bands	AC	12"	21 $\frac{1}{2}$ x37x12	40	Console	Same features as Model 95 plus 12" dynamic Speaker and Tone-built Cabinet.
68—6A8, 6K7, 6Q7, 6F6, 84		M or G	200-500	6 Volt Auto	5"	10x7x6 $\frac{3}{4}$	15 $\frac{1}{2}$	Steel Case	Automatic Volume Control, Tone Control, Safety Remote Control, Iron Core Antenna Coils, Dust Proof Dynamic Speaker

NOTE—All models available in antique white, satinwood and other special finishes.

ENGINEERS, DESIGNERS AND MANUFACTURERS

**TROY RADIO**  
MANUFACTURING CO.

1144 SOUTH OLIVE STREET

LOS ANGELES, CALIFORNIA, U. S. A.

SOLD BY



# **TROY RADIO**

## **NEW 1937 MODELS**

### **PRICE LIST**

<b>MODEL</b>	<b>TUBES</b>	<b>PRICE</b>
<b>4</b>	<b>4</b>	<b>\$14.95</b>
<b>4-Mirror</b>	<b>4</b>	<b>20.90</b>
<b>55</b>	<b>5</b>	<b>19.95</b>
<b>57</b>	<b>5</b>	<b>23.95</b>
<b>57-SW</b>	<b>5</b>	<b>25.95</b>
<b>67</b>	<b>6</b>	<b>26.95</b>
<b>67-SW</b>	<b>6</b>	<b>28.95</b>
<b>79-AW</b>	<b>7</b>	<b>29.95</b>
<b>79-AC-DC</b>	<b>7</b>	<b>39.95</b>
<b>79-6110</b>	<b>7</b>	<b>39.95</b>
<b>95-AW</b>	<b>9</b>	<b>44.50</b>
<b>75-PC</b>	<b>5</b>	<b>44.50</b>
<b>68-AUTO</b>	<b>5</b>	<b>29.90</b>
<b>86-AUTO</b>	<b>6</b>	<b>37.50</b>

All models can be furnished in antique white on request.

Any above chassis supplied in console cabinet or phonograph radio combination console.

# RADIOS FOREMOST SELLER TODAY

## **TROY RADIO** PHONOGRAPH COMBINATION

EQUIPPED  
WITH  
WEBSTER  
SELF-STARTING  
MOTOR

LATEST  
RCA  
PHONO PICKUP

CENTRALIZED  
STATION LISTED  
DIAL

50-60 CYCLE

DUAL ENTER-  
TAINMENT

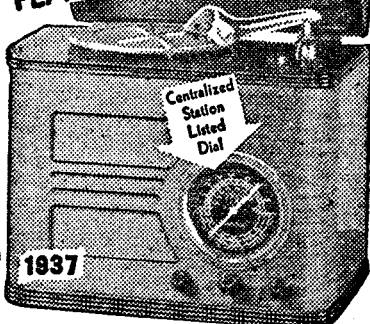
ASK ABOUT  
PHONO-RADIO  
COMBINATION  
CONSOLE

MODELS FROM  
\$14.95 to \$149.50

Model 57-PC



PLAYS 12" RECORDS



Write or wire for full particulars

# **TROY RADIO & TELEVISION Co.**

1142-1144 SO. OLIVE ST.

LOS ANGELES, CALIF.

PR. 1248

HOME OF  
**TROY**  
RADIOS

RADIOS · ACCESSORIES · TUBE

**TROY**  **RADIO**

FIRE  
RADIO

1142

1144

MICROPHONES · METERS · AMPLIFIERS

**TROY**  **RADIO**

PHONE  
RI-3434







From:

Date

To:

Subject:

AC - Models

<u>Model No.</u>	<u>Description</u>	<u>List Price</u>	<u>Net Price</u>
4	4-tube T.R.F.	\$15.95	\$ 8.95
4-A	4-tube Aeroplane Dial	16.95	9.45
4-A	4-tube " " Metaglass Tubes	17.95	10.75
4-A	4-tube " " Metal Tubes	19.95	11.45
15	5-tube Super	22.50	11.75
5-A	5-tube Super - Aerovision Dial	23.95	12.25
62-U	6-tube Super - Foreign & American	42.50	21.25
63	6-tube Super - All Wave	39.90	19.95
711	6-tube Super - Aerovision Dial with Metaglass Tubes	27.95	13.95
	with Metal Tubes	29.95	14.95
84-U	8-tube Super-All Wave	69.50	34.75
84-CH	8-tube Super - All Wave - Chassis	59.50	29.75
86	6-tube Super - Auto	39.90	19.90

(Suppressors - \$1.00 per set)

AC-DC Models

151-AC-DC	5-tube Super	27.50	13.95
162-AC-DC	6-tube " - Foreign & American	42.50	21.25
174-AC-DC	7-tube " - All Wave	69.50	39.75

Battery Models

51-B	5-tube Super	29.90	14.95
62-B	6-tube " - Foreign & American	42.50	21.25
74-B	7-tube " - All Wave	69.50	39.75

# RADIO "DOC"

WHOLESALE

## RADIO SUPPLIES

721 South Main Street  
LOS ANGELES

VAndike  
3104

Prompt  
Mail order  
Service

Distributors of  
famous  
high quality

TROY  
RADIOS

MIDGETS

CONSOLES

PORTABLES

MODELS

AUTO RADIOS

5 Tubes

Motors

Cabinets

Speakers

Batteries

Resistors

Chargers

Amplifiers

Microphones

Power Packs

Kits of Parts

Electric Pickups

All Kinds of Wire

Power Transformers

Replacement Condensers

CUNNINGHAM

RADIOTRON

ARCTURUS

TRIAD

RADIO

TUBES

Most Complete Line  
of Radio Parts

MAZDA LAMPS

ELECTRICAL  
SUPPLIES

APPLIANCES

"EVERYTHING FROM A RIVET TO A BROADCASTING STATION"  
We cover the West—with the best

(Confidential Price List)

		<u>AC Models</u>		
<u>Model No.</u>	<u>Description</u>	<u>Cost</u>	<u>List Price</u>	<u>Net Price</u>
4	4-tube T.R.F.	7.75	15.95	8.25
4-A	4-tube Aeroplane Dial	8.50	16.95	8.75
4-A	4-tube " " Metaglass Tubes	9.25	17.95	-
4-A	4-tube " " Metal Tubes	9.60	19.95	10.45
15- (out)				
5-A	5-tube Super-Aerovision Dial (maple, opal and mahogany - below**)	11.15	23.95	11.60
62-U	6-tube Super-Foreign & American	18.00	42.50	50-10%
72-U	7-tube " " " Metal T.	20.00	49.00	50-10%
63- (out)				
711	6-tube Super - Aerovision Dial			
	with Metaglass Tubes	13.50	27.95	13.75
	with Metal Tubes (mahogany - 15% extra)	13.85	29.95	14.75
84-U	8-tube Super - All Wave	31.50	69.50	50-5%
84-CH	8-tube Super - All Wave - Chassis	27.50	59.50	50-5%
86	6-tube Super - Auto	18.00	39.90	18.90
Suppressors				set- 1.00
62-B		18.50		
51-B		12.95		

<u>AC-DC Models</u>				
151-AC-DC	5-tube Super	12.25	27.50	12.95
162-AC-DC	6-tube " Foreign & American	(out)	42.50	50-10%
174-AC-DC	7-tube " All Wave	31.00	69.50	50-5%

<u>Battery Models</u>				
51-B	5-tube Super	12.95	29.90	13.95
62-B	6-tube " Foreign & American	18.50	42.50	50-10%
74-B	7-tube " All Wave	31.00	69.50	50-10%

5-A- maple... 11.30  
" mahog... 11.30  
" opal.... 11.45

B-BATT.  
CH-CH

TROY RADIO MFG. CO.



Inter-Office Communication

From:

Date:

To:

Subject: (Distributors Confidential Price List)

AC - Models

<u>Model No.</u>	<u>Description</u>	<u>List Price</u>	<u>Net Price</u>
4	4-tube T.R.F.	7.60 <del>15.95</del>	\$ 8.25
4-A	4-tube Aeroplane Dial	8.10 <del>16.95</del>	8.75
4-A	4-tube " " Metaglass Tubes	8.75 <del>17.95</del>	9.75
4-A	4-tube " " Metal Tubes	<del>19.95</del>	10.45
(out) - 15	5-tube Super	11.10 <del>22.50</del>	11.25
5-A	5-tube Super - Aerovision Dial	11.40 <del>23.95</del>	11.60
62-U	6-tube Super - Foreign & American	19.50 <del>42.50</del>	50-10
72-U	7-tube " " Metal Tubes	21.90 <del>49.00</del>	50-10
(out) - 63	6-tube Super - All Wave	<del>39.90</del>	50-10
711	6-tube Super - Aerovision Dial		
	with Metaglass Tubes	27.95	13.7
	with Metal Tubes	29.95	14.7
84-U	8-tube Super - All Wave	32.50 <del>69.50</del>	50-5
84-CH	8-tube Super - All Wave - Chassis	28.50 <del>59.50</del>	50-5
86	6-tube Super - Auto	18.00 <del>39.90</del>	18.1

(Suppressors - \$1.00 per set)

AC-DC Models

151-AC-DC	5-tube Super	27.50 <del>59.50</del>	12
162-AC-DC	6-tube " Foreign & American	42.50	50
174-AC-DC	7-tube " All Wave	69.50	50

Battery Models

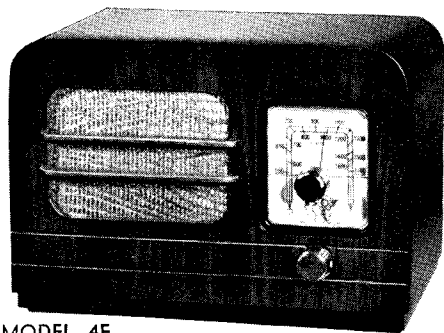
51-B	5-tube Super	12.95 <del>29.90</del>	13
62-B	6-tube " Foreign & American	42.50	50
74-B	7-tube " All Wave	69.50	50-1

53-

# 17.95

#9735-J

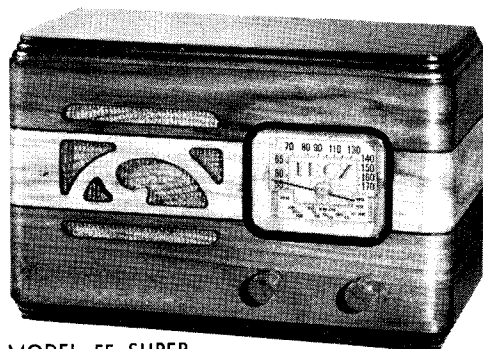
**There's a TROY for every purpose--and a TROY for every purse**



**MODEL 4E**  
**TROY'S DE LUXE COMPACT**

An ideal "second set" for guest room, boudoir, kitchen, den, bathroom or office. A compact set at a very low price with plenty of volume and good tone quality. Fits into suitcase or overnight bag. Also in silver or blue mirror glass with modern frosted designs.

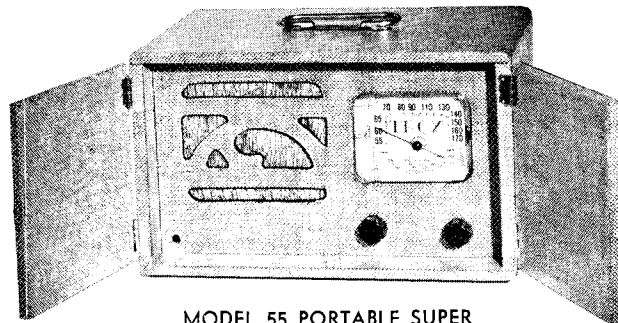
Size: 7½" high, 10¼" wide, 6" deep; weighs 9½ lbs.



**MODEL 55 SUPER**  
**POPULAR 5-TUBE SENSATION!**

An unusual performer at an unusual price. Modern two-tone walnut cabinet; full-tone dynamic speaker, station-listed dial. Receives broadcast, police & amateur reception. Also in walnut and antique white finishes.

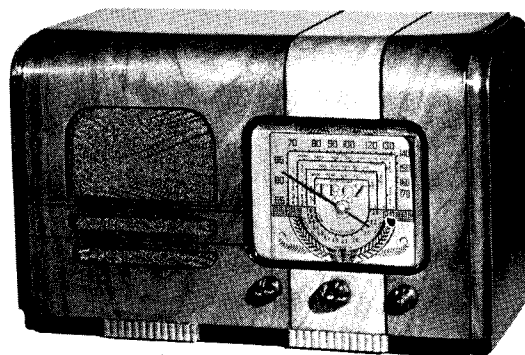
Size: 8" high, 12½" wide, 5½" deep, weighs 9½ lbs.



**MODEL 55 PORTABLE SUPER**  
**A SMART COMPANION RADIO**

Here's an up-to-the-second portable 5-tube TROY that fairly shouts "Let's Go!" When closed, it looks like an overnight case. Model illustrated above is of swanky aeroplane linen; also available in black leather, or brown alligator. Easy to carry . . . easier to listen to.

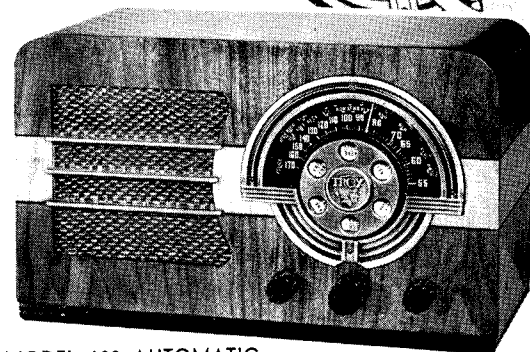
Size: 6¾" high, 11¼" wide, 7½" deep, weighs 9½ lbs.



**MODEL 57-SW**  
**AN IDEAL "EXTRA" SET with Short-Wave**

Outstanding in performance and appearance; receives broadcast, shortwave, amateur and police reception; station-listed dial, volume control, dynamic speaker.

Size: 9½" high, 14½" wide, 6½" deep, weighs 11½ lbs.



**MODEL 100 AUTOMATIC**  
**RADIO'S LATEST SENSATION**

**The 1938 Radio—TODAY!**

New TROY Automatic Zip Tuning Dial is a sensational advance in radio achievement. It tunes in your favorite station — instantly!

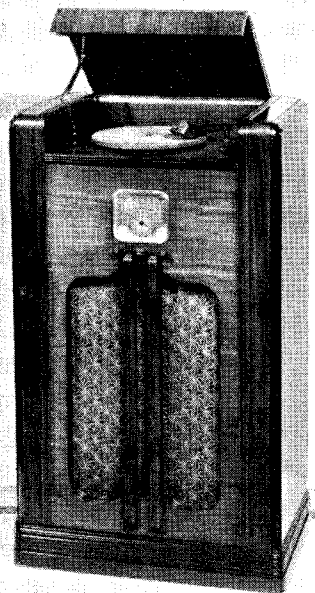
"Dial it like your telephone" —No knobs to turn—no numbers to remember. Just one simple turn of the fingertip—a click—and there's your station . . . tuned in perfectly. A remarkable radio—priced amazingly low! Available in beautiful hand polished two-tone walnut cabinets; also walnut and white finishes; automatic station-listed dial, automatic volume control, tone control, full-tone dynamic speaker.

Size: 9" high, 15" wide, 7" deep, weighs 12½ lbs.

# TODAY'S GREATEST TROY

Let This New TROY  
RADIO-PHONOGRAPH  
Combination Double Your  
Radio Entertainment!

Get The World With This  
NEW 7-TUBE TROY  
*ALL - WAVE*  
With Mystic Tuning Eye



MODEL  
C-67-PC  
CONSOLE

## A RADIO-PHONOGRAPH CONSOLE Doubles Enjoyment — Doubles Value!

TROY now offers this smart, modern Radio-Phonograph Combination in console style, distinctive enough for the finest home. It puts famous symphonies and favorite artists at your command in addition to regular radio reception, yet priced low enough to be easily within your means. Play your favorite recordings thru the radio itself—whenever you desire.

This popular Phono-Radio Console is equipped with RCA electric phonograph motor and pickup; automatic stop; plays 10 or 12" records; has full-size dynamic speaker, station-listed dial, automatic volume control, tone control and tuning eye.

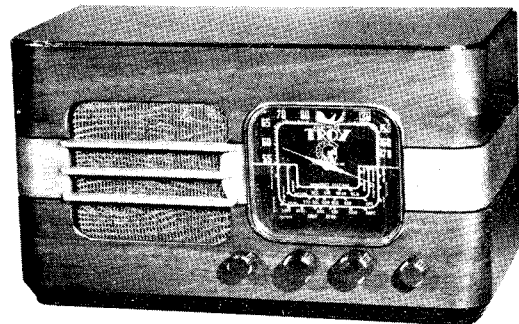
Size: 40" high, 24" wide, 14½" deep, weighs 48 lbs.



MODEL 57-PC

Play what you want—when you want it! Make your own radio programs. Play your favorite phonograph recordings thru your radio—opera, jazz, songs, dance — or switch to station broadcast. This Super TROY Radio plays 10" or 12" records; has Webster or Green Flyer self-starting phonograph motor; RCA Phono Pickup; station-listed dial; high quality dynamic speaker; automatic volume control; tone control. Available in walnut, antique white and satinwood finishes.

Size: 12½" high with top on, 15½" wide, 9¾" deep, weighs 20¾ lbs.



MODEL 79-AC ALL-WAVE—3 BANDS

A powerful, outstanding all-wave set. Unusually wide range reception is yours for the tuning—broadcast, short wave, amateur, police, ships, planes. Very sensitive and selective. Has station-listed dial, mystic tuning eye, automatic volume control, variable tone control, full size 6-inch dynamic speaker, beautiful two-tone cabinet. Also available in AC-DC. Range 14.5 to 550 meters.

Size: 8½" high, 15" wide, 6¾" deep, weighs 12½ lbs.

## NOTE THESE SENSATIONAL

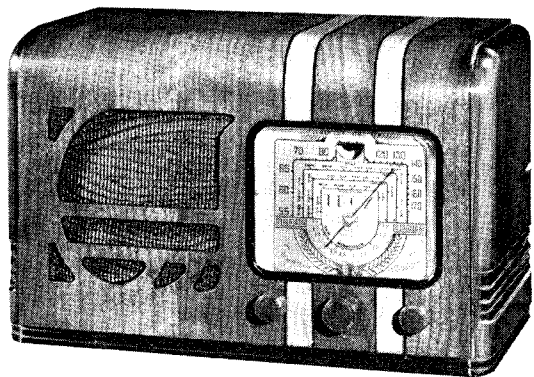
- Troy's New Automatic Dial
- Station-Listed Tuning Dial
- Troy's Mystic Tuning Eye
- Automatic Volume Control
- Variable Tone Control

● Engineered to the H

# VALUES IN RADIOS!



Hear This Sensational  
**NEW 6-TUBE TROY**  
**SHORT-WAVE**  
With Mystic Tuning Eye



**MODEL 67-SW SHORT-WAVE**

A beautiful streamlined short-wave TROY and an efficient performer of exceptional value. You will appreciate the TROY station-listed dial and wide range of stations obtainable including broadcast, short wave, amateur, police reception. Has mystic tuning eye, automatic volume control, tone control, full tone dynamic speaker, two-tone cabinet.

Size: 9½" high, 14½" wide, 6½" deep, weighs 11½ lbs.

Take Your Entertainment with  
You in This Portable TROY  
**RADIO-PHONOGRAPH**  
Combination!



**MODEL 67-PC PORTABLE**

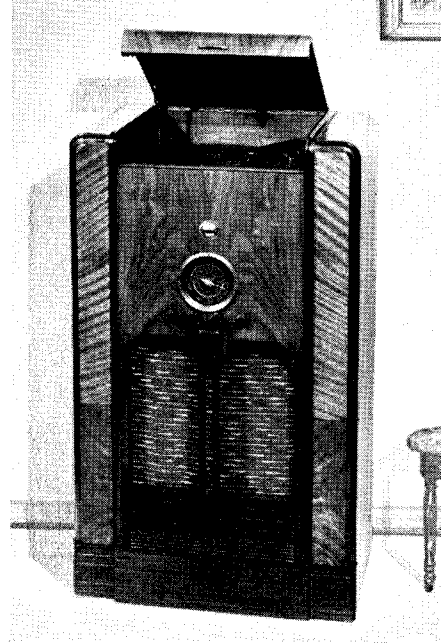
Here's a real traveling "companion"—no matter what the time or place,

you can always play your favorite phonograph selections even if your station choice is off the air.

This portable model plays 10" or 12" records, and is available in black leather or brown alligator; is equipped with a Super TROY Radio; Green Flyer phonograph motor and RCA pickup; station-listed dial, high quality dynamic speaker, automatic volume control, tone control.

Size: 13½" high, 13½" wide, 10" deep, weighs 23 lbs.

**MODEL**  
**C-95-PC**  
**ALL-WAVE**  
**CONSOLE**



**SUPREME ENTERTAINMENT**  
With Superb Console Beauty!

TROY'S 9-Tube All-Wave Combination Radio-Phonograph Console is designed to harmonize with the most luxurious furnishings. This master TROY produces amazing high-fidelity all around radio performance—plus the thrilling enjoyment of playing your favorite phonograph records thru the radio itself with marvelous reproduction.

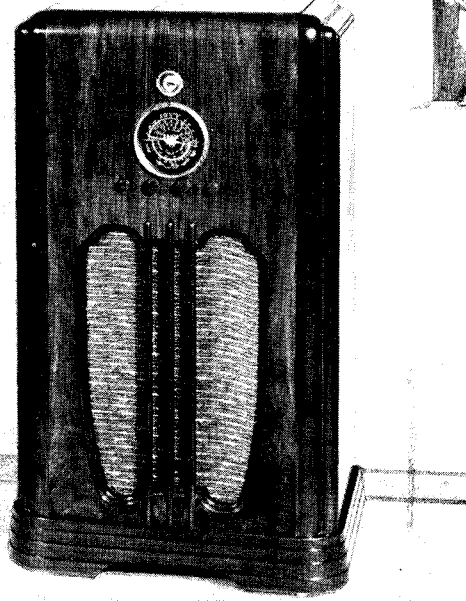
The 95-PC Console plays 10" or 12" records; has two compartments for record albums; is equipped with the efficient Green Flyer Universal Phonograph Motor, streamlined Crystal pickup, automatic stop, 12-inch wide range dynamic speaker, Troy worldwide station-listed dial, mystic tuning eye, automatic volume control, variable tone control.

Size: 41½" high, 25" wide, 16½" deep, weighs 80 lbs.

## TROY QUALITY FEATURES

- Extreme Sensitivity and Selectivity
- Troy's Tone-Built, Hand-Finish Cabinets
- Super Construction and Workmanship
- Only the Finest Parts Available Used
- Full Tone Electro Dynamic Speakers

Best Degree of Efficiency



MODEL C-95 ALL-WAVE CONSOLE

## TROY ALL - WAVE SENSATION

Thrilling Performance and Beauty!

### A WORLD GETTER FOR DISTANCE

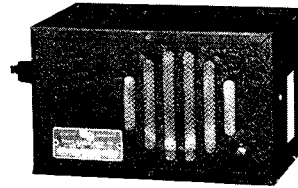
This lovely 9-Tube Troy All-Wave Console, a truly amazing instrument, would enhance the beauty of your home immensely and bring you unsurpassed radio enjoyment. Troy's station-listed dial puts an end to "needle-in-the-hay-stack" tuning—it's so simple a child can tune it.

The mystic eye blinks in your stations accurately. Has 12" full-tone dynamic speaker, automatic volume control, variable tone control. Available in walnut and walnut-antique white combination.

Size: 28 3/4" high 23 3/4" wide 13 1/2" deep weighs 42 1/2 lbs.

# TROY

## AUTO RADIOS



MODEL 86—AUTO

It's always Vacation Time when you have a TROY Auto Radio — takes the strain out of driving. Get the same stations as on your home radio—and with the same clear, quiet tone qualities.

### "A TROY Makes Motoring A Real Pleasure"

Everyone marvels at the superior performance of the latest 6-tube TROY Superhetrodyne Auto Radios . . . powerful, yet low in battery drain; clear and quiet, no spark plug suppressors necessary; automatic volume control, tone control, dust-proof dynamic speaker, 1-bolt simplicity installation.



### DIAL PLATES To Match Your Car

Special designs in custom dash controls to match all cars. All types of antennas to satisfy your needs.

TROY RADIOS are licensed by RCA, Hazeltine and LaTour patents; approved by Underwriters Laboratories.

TROY RADIOS are warranted by your Dealer and the Manufacturer.

# TROY RADIO

## & TELEVISION CO.

Engineers - Designers - Manufacturers

1142-1144 SO. OLIVE ST., LOS ANGELES

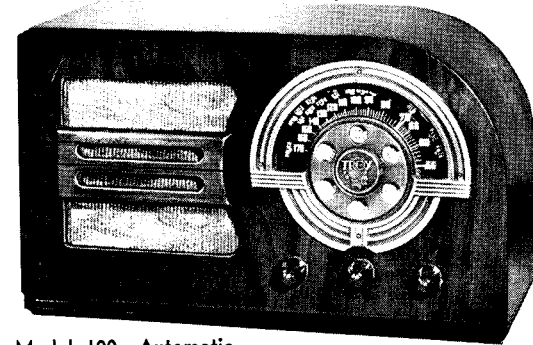
Cable GEMCO

Made in U. S. A.

6237

The 1938 Radio-TODAY!

# TROY



Model 100—Automatic

TROY — first with the latest!



# PRICE LIST

## TROY High Quality Radios



<u>MODEL NUMBER</u>	<u>PRICE</u>
4 . . . . .	\$13.95
4 Standard . . . . .	14.95
4 DeLuxe . . . . .	17.95
15 . . . . .	19.95
5 . . . . .	23.95
5-T . . . . .	29.95
5-C . . . . .	33.90
53 . . . . .	34.50
53-C . . . . .	49.90
62-U . . . . .	49.00
62-C . . . . .	59.90
68 . . . . .	34.50
84-U . . . . .	69.50
84-CH . . . . .	59.50
84-C . . . . .	89.50

### AC-DC MODELS

151 . . . . .	25.95
53 . . . . .	36.50

### BATTERY MODELS

151-B . . . . .	29.95
53-B . . . . .	39.50

TROY Universal Allwave Antenna .	4.90
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# New **TROY** 1938 RADIOS

## LATEST PRICE LIST

Model		Tubes	Style	Price
4-E		4	Table	\$ 14.95
4-Mirror		5	Table	20.90
55		5	Table	20.95
55-P		5	Portable	24.95
57		5	Table	23.95
67	☒	6	Table	26.95
67-SW	☒◆	6	Table	28.95
79	☒◆	7	Table	34.50
179-ACDC	☒◆	7	Table	39.95
6110		6	Table	39.95
95	☒◆	9	Table	44.50
100	○	5	Table	29.95

## PHONO-RADIO COMBINATIONS

57-PC		5	Table	\$ 46.50
67-PC	☒	6	Portable	59.50
C67-PC	☒	6	Console	77.50
79-PC	☒◆	7	Table	59.50
C79-PC	☒◆	7	Console	84.50
C95-PC	☒◆	9	Console	114.50
86		6	Auto	37.50

☒ Tuning Eye   ◆ Shortwave   ◇ Allwave   ○ Automatic Dial  
Many models available in white, satinwood, walnut and white and two-tone walnut finishes.

Troy 6227

*The* MUSIC  
AMERICA  
LOVES BEST



LEOPOLD STOKOWSKI—Eminent conductor of the Philadelphia Symphony Orchestra and a famous recording artist.



# The **MUSIC**

## *America Loves* **BEST**

If it were possible to gather all the music lovers of the United States into a single room and take a vote on likes and dislikes, the results would be a fairly accurate gauge of what is permanently good and important in music. This is because the purpose of music is to stir the emotions—and music that cannot command a following can hardly be called inspiring.

Interesting as a national vote would be to those who are fond of music, helpful as it would prove to those who want musical guidance, it happens that no serious poll has ever been made of American public taste. But there exists in the files of a prominent record manufacturer a much more significant account of what the country admires.

This is the evidence of what the public has actually paid money to hear: the preferences of the mass of music lovers as reflected directly in phonograph record sales during the past thirty years.

The list of favorite compositions published at the end of this booklet is based on this invaluable experience with American buying habits. No considerations of technical excellence or sophisticated musical taste have entered into the choice, nor has undue attention been paid to recorded "best sellers" that have enjoyed only passing popularity.

The Music America Loves Best is music that has stood the test of

time. It is music that is fundamentally sound because it is consistently appealing. It is music, furthermore, that has been carefully classified so that the preferences of the opera-goer are confused neither with the specialized and exclusive desires of the dance lover, nor with the favorites of the concert stage and music hall.

### *A Horatio Alger Story*

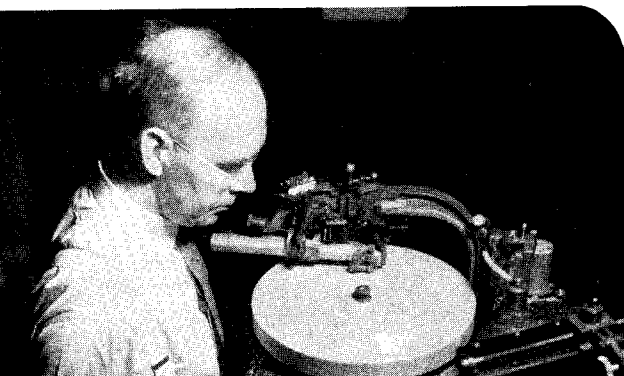
There may be some who believe that the popularity of the phonograph record has been somewhat eclipsed by radio broadcasting, that its attraction is limited to a sophisticated audience, and that its sales statistics can hardly represent a true cross-section of public taste.

If these are your convictions, you may be surprised to know that records are not only in a flourishing state today, but that there has never been a time when they did not command a large American following.

Even during the depths of the depression, when practically every known commodity suffered serious reverses, substantial quantities of phonograph records were made and sold. Public demand since 1933, however, has increased to such a degree that the record business is one of the Horatio Alger stories of modern times.

If we take 1933 as the depression low—a year, incidentally, when records were still selling in the millions—we find that our leading record manufacturer showed a sales improvement of over 35% in 1934. In 1935 this advance was accelerated to 102%, and in 1936 to 238%. As this is written, the 1937 demand is 475% ahead of 1933.

What this means is that approximately five times as many people are buying records today as in the days when economic conditions were at their worst. Surely this is a tribute to the permanence of recorded music and to its influence on the American scene.



*A recordist examining the wax matrix of a modern phonograph record on which the musical vibrations are first impressed.*

ARTURO TOSCANINI—Renowned and acclaimed as one of the greatest symphony orchestra conductors of all time. Maestro Toscanini is represented by many brilliant phonograph records.



KIRSTEN FLAGSTAD—*Illustrious Norwegian soprano. Equally skilled on opera stage, concert platform and phonograph records.*



## The Hit Parade

There are many reasons why Americans are turning with increased pleasure to recorded music, and we are going to discuss these reasons later on. But at the moment, an examination of the compositions included in The Music America Loves Best may prove of more immediate interest. It might be a good idea to look the listing over in reverse order, turning first to the music that is perhaps most typically American—the music of the dance.

At first glance it may appear that the number of titles listed in the dance group is rather small. But when you consider the rather temporary nature of the average "hit," it is really astonishing that so many have managed to survive.

On the other hand, it must not be supposed that just because dance music conforms to a standard rhythm that this music has an entirely transient appeal. Some of the best melodies ever penned exist in the modern American idiom; and the quality of writing has so consistently improved that it may soon rank with the finest products of opera and symphony.

Indeed, one of the foremost conductors of our time, Leopold Stokowski, is proud to have in his library some of the very music you find listed here.

## Folk Songs and Art Songs

Considering next, the music of the concert hall and stage—music which is generally classified as semi-classical—you come to more permanent



LAWRENCE TIBBETT—*Magnificent robust baritone voice—star of opera, radio, and concert stage as well as the movie screen—outstanding example of the recording art.*

ground. For here is music of greater vitality; music that has been generally popular for a longer period of time.

Do you like Victor Herbert's *Ah! Sweet Mystery of Life*? You will find it listed three times. The *Largo* from Handel's *Xerxes*? There are several recordings of it. Gilbert and Sullivan? Of all the Gilbert and Sullivan operas so far recorded, at least three are perennial best sellers.

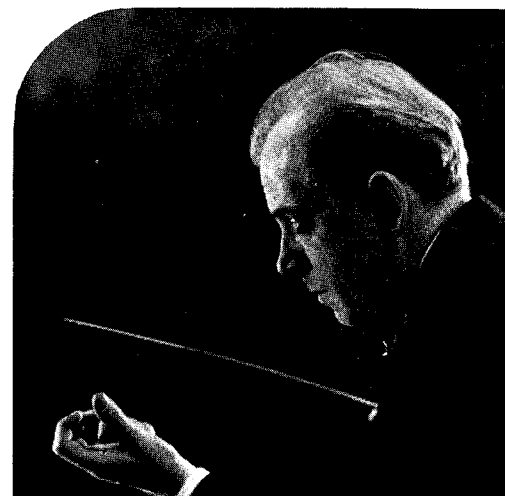
As a check against your own musical preferences, it may be interesting to know that Victor Herbert is one of the most frequently represented composers in the Music America Loves Best. Other favorites in the semi-classical field are Sousa, Foster, Romberg, Friml, Nevin and Gershwin.

## American Taste in the Symphony

If you are a lover of the symphonic, your own judgment will undoubtedly be supported in the titles listed under Symphony Orchestras, Orchestral Works and Concertos. For the choice of American music lovers in this respect is an accurate reflection of the best taste all over the world.

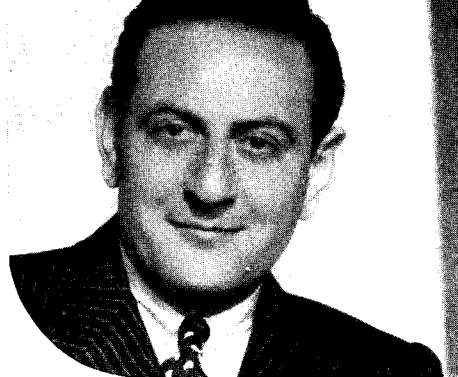
But there are represented certain musical works that are generally not in "best" collections. A famous conductor, for example, once described a fugue as "a piece of music in which one voice after another comes in, and one listener after another goes out." Yet the Bach *Tocatta and Fugue in D Minor*, played by Leopold Stokowski and the Philadelphia Orchestra, is one of the best selling records of all time.

At least one of the tone poems of Richard Strauss is also represented in the Music America Loves Best, as are the works of such other modernists as Stravinsky, Ravel and Debussy.



EUGENE ORMANDY—*Young, versatile and dynamic conductor of the Philadelphia Symphony Orchestra—recording artist of rare power and charm.*

GUY LOMBARDO—*Your phonograph will bring you sweet, smooth and scintillating rhythms from Guy and his Royal Canadians.*



But, if average sales through the years are the measure of popularity, the most popular album work is not by Strauss, Stravinsky or Ravel. It is the *Nutcracker Suite* by Tchaikowsky. Tchaikowsky, as a matter of fact, ranks very high in the affections of the American public. In this respect he shares honors with Beethoven and Wagner. Other popular composers are Verdi, Brahms, Bach and Sibelius.

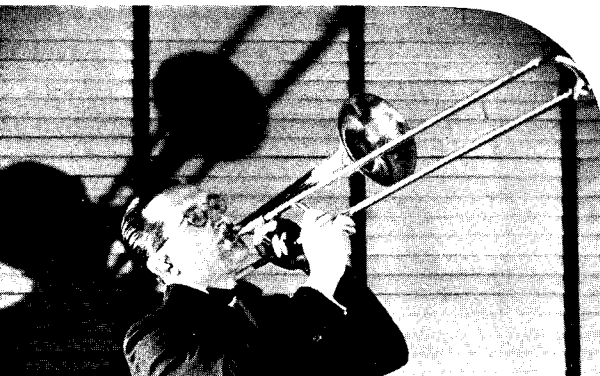
### *The Rising Tide of American Appreciation*

Certainly there is variety and substance in the Music America Loves Best, and better still, the currently revised list gives proof of a steadily rising tide of musical appreciation on the part of the public.

A few years ago, for example, few of the works of Jan Sibelius were recorded. This was because there was practically no demand for the music of the great Finnish composer. Sibelius today is well documented in recorded literature and is one of the leading sellers.

A somewhat similar transformation has taken place with regard to the music of Richard Strauss and Gustav Mahler. And, as we have already noted, there is an upward trend even in the works of more popular appeal.

For all this, our record manufacturers are duly grateful, since it has made it possible for them to broaden the scope of their catalogs. On the other hand, they have not forgotten, and will not forget, their duty as musical pioneers; and as new musical trends develop, they will give them recognition. Such music, in fact, already exists in record catalogs, and will remain there until the public decrees otherwise.



TOMMY DORSEY—*New star of swing band leaders—a virtuoso on the trombone—magnificent rhythmic and tonal effects. Dorsey's orchestra is a record favorite.*

### *Music—As You Desire It*

We have already spoken of the remarkable vitality of the phonograph record. It may be interesting to touch upon the reasons for its increasing hold on American affections.

The truth, simply and briefly stated, is that records perform a basic and permanent service that no other medium can match. This lies in their ability to command for you the great artists of the world when you want to hear them—in allowing you to be the arranger of your own music program and to suit the music to your mood.

When radio was first introduced, there were many people who seriously believed that recorded music would never survive the rivalry of broadcasting. But as a matter of fact, the phonograph is not, and never has been, a competitor of radio. The permanent and selective features of the phonograph make possible entirely separate and distinct services.

Thus, it is a matter of actual record that some of the music heard on records today was first brought to public attention by radio itself. Radio broadcasting is a great popularizer, a vital force in the conditioning of public appreciation.

Of course, there have been other factors in bringing recorded music once more to the fore. Not least among these are the great improvements which recording itself has undergone and which, in turn, are shared by modern electric record-playing instruments.

It wasn't so long ago that many people confused the modern phonograph with the acoustic relics of the Caruso era, and thought of a modern record as something approximating the sound of a shadow world. All that is changed now. Americans by the millions have discovered that the electric phonograph is a new and totally different musical instrument from the acoustic or mechanical "talking machine" of only a few years ago.



BENNY GOODMAN—*One of the most engaging and certainly one of the most original of the swingmasters. He commands a huge following among the record-loving public.*



The Philadelphia Orchestra in the process of making a record under the modern, vastly more faithful, electrical method.

## The New Method of Recording

For some time now, all phonograph records have been electrically recorded. Microphones and the latest radio technique have replaced the cumbersome old acoustical methods. Similarly, phonographs and phonograph-radios have been greatly improved in tonal definition and in every other particular that contributes to fine musical reproduction. Every nuance of tone is caught by the modern record—and every sound engraved on the record is faithfully given back by the modern phonograph. In a word, no other device has ever recaptured the beauty of music so realistically. You have only to try a modern record on a modern instrument to prove it to yourself!

Recording under the old acoustical method. Whole regions of sound were omitted from the record entirely.



## NEEDLES

### for Your New Phonograph

Needles are a small but important item in phonograph reproduction. For best musical quality as well as the preservation of records we recommend Victor Needles.

# The MUSIC America Loves BEST

## Orchestral Works\*

SYMPHONY NO. 6, IN B MINOR ("PATHÉTIQUE") . . . . .	(Tschaikowsky)
Album M-337 (14264-14268) AM-337 (14269-14273)	Ormandy—Philadelphia Orchestra Price \$10.00
BACH'S 250TH ANNIVERSARY ALBUM . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$10.00
Album M-243 (8492-8496) AM-243 (8497-8501)	(Beethoven) Price \$10.00
SYMPHONY NO. 7, IN A MAJOR . . . . .	Arturo Toscanini—Philharmonic-Symphony Orchestra, N. Y. Price \$10.00
Album M-317 (14097-14101) AM-317 (14102-14106)	(Schubert) Price \$10.00
SYMPHONY NO. 8, IN B MINOR ("UNFINISHED") . . . . .	Serge Koussevitzky—Boston Symphony Orchestra Price \$6.50
Album M-319 (14117-14119) AM-319 (14120-14122)	(Tschaikowsky) Price \$6.50
NUTCRACKER SUITE . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$12.00
Album M-265 (8662-8664) AM-265 (8665-8667)	(Rimsky-Korsakow) Price \$12.00
SCHERERAZADE . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$12.00
Album M-269 (8698-8703) AM-269 (8704-8709)	(Franck) Price \$10.00
SYMPHONY IN D MINOR . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$10.00
Album M-300 (8959-8964) AM-300 (8965-8970)	(Beethoven, Op. 67) Price \$10.00
SYMPHONY NO. 5, IN C MINOR . . . . .	Serge Koussevitzky—London Philharmonic Orchestra Price \$10.00
Album M-245 (8508-8512) AM-245 (8513-8517)	(Dvořák, Op. 95) Price \$10.00
SYMPHONY NO. 5, IN E MINOR ("FROM THE NEW WORLD") . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$10.00
Album M-273 (8737-8741) AM-273 (8742-8746)	(Tschaikowsky, Op. 64) Price \$10.00
SYMPHONY NO. 5, IN E MINOR . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$12.00
Album M-253 (8589-8594) AM-253 (8595-8600)	(Strawinsky) Price \$6.50
FIRE-BIRD—SUITE (L'OISEAU DE FEU) . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$6.50
Album M-291 (8926-8928) AM-291 (8929-8931)	(Wagner) Price \$8.00
TRISTAN UND ISOLDE—SYMPHONIC SYNTHESIS (VORSPIEL, LIEBESNACHT, LIEBESTOD) . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$10.00
Album M-154 (7621-7624) AM-154 (7625-7628)	(Brahms) Price \$10.00
SYMPHONY NO. 1, IN C MINOR . . . . .	Leopold Stokowski—Philadelphia Orchestra Price \$6.50
Album M-301 (8971-8975) AM-301 (8976-8980)	(Beethoven, Op. 55) Price \$12.00
SYMPHONY NO. 3, IN E FLAT MAJOR ("EROICA") . . . . .	Serge Koussevitzky—London Philharmonic Orchestra Price \$10.00
Album M-263 (8668-8673) AM-263 (8674-8679)	Arturo Toscanini—Philharmonic-Symphony Orchestra of New York Price \$10.00
WAGNERIAN EXCERPTS—LOHENGGRIN, GÖTTERDÄMMERUNG, SIEGFRIED IDYLL	Album M-308 (14006-14010) AM-308 (14011-14015) Price \$10.00
TOD UND VERKLÄRUNG (DEATH AND TRANSFIGURATION) . . . . .	(R. Strauss, Op. 24) Price \$6.50
Album M-217 (8288-8290) AM-217 (8292-8294)	

\* Numbers given on this and the following pages refer to the Albums and Records made by Victor.

## THE MUSIC AMERICA LOVES BEST

### Overtures, Suites, Preludes, Tone Poems

		No.	Size	Price
AFTERNOON OF A FAUN (Debussy)	<i>Leopold Stokowski—Philadelphia Orch.</i>	6696	12	\$2.00
L'APPRENTI SORCIER (Dukas)	<i>Toscanini—Philharmonic-Symphony Or., N. Y.</i>	7021	12	2.00
FINLANDIA (Sibelius, Op. 26, No. 7)	<i>Leopold Stokowski—Philadelphia Orch.</i>	7412	12	2.00
WALKÜRE—FIRE MUSIC (Wagner)	<i>Albert Coates—Symphony Orchestra</i>	9006	12	1.50
WALKÜRE—Ride of the Valkyries (Wagner)	<i>Albert Coates—Symphony Orchestra</i>	9163	12	1.50
RHEINGOLD—Prelude (Wagner)				
CAVALIERIA RUSTICANA—Intermezzo (Mascagni)	<i>Boston "Pops" Orchestra</i>	4303	10	1.00
SONG OF INDIA (from "SADKO") (Rimsky-Korsakow)	<i>Cond. Arthur Fiedler</i>			
HUNGARIAN DANCE No. 5 (Brahms)	<i>Boston "Pops" Orchestra</i>	4321	10	1.00
HUNGARIAN DANCE No. 6 (Brahms)	<i>Cond. Arthur Fiedler</i>			
1812 OVERTURE (Tchaikowsky, Op. 49)	<i>Leopold Stokowski—Philadelphia Orch.</i>	7499, 7500	12	2.00 each
MEISTERSINGER—Dance of the Apprentices and Entrance of the Meistersingers	<i>Eugene Ormandy—Philadelphia Orchestra</i>	1807	10	1.50
CLAIR DE LUNE (Moonlight) (No. 3, Suite Bergamasque) (Debussy—Trans. by L. Stokowski)	<i>Leopold Stokowski—Philadelphia Orchestra</i>	1812	10	1.50
DANSE MACABRE (Dance of Death) (Saint-Saëns, Op. 40)	<i>Leopold Stokowski—Philadelphia Orchestra</i>	14162	12	2.00
LOHENGRIIN—Prelude (Wagner)	<i>Leopold Stokowski—Philadelphia Orchestra</i>	6791	12	2.00
TRAVIATA—Prelude to Act 1 (Verdi)	<i>Arturo Toscanini</i>	6994	12	2.00
TRAVIATA—Prelude to Act 3 (Verdi)	<i>Philharmonic Symphony Orch. of N. Y.</i>			
TILL EULENSPIEGELS LUSTIGE STREICHE (R. Strauss, Op. 28)	<i>Fritz Busch—British Broadcasting Co. Symphony Orchestra</i>	11724, 11725	12	1.50 each
ANDANTE CANTABILE (from String Quartet No. 1) (Tchaikowsky, Op. 11)	<i>Eugene Ormandy—Minneapolis Symphony Orchestra</i>	1719	10	1.50
PARSIFAL—Symphonic Synthesis from Act 3 (Wagner—Stokowski)	<i>Leopold Stokowski—Philadelphia Orchestra</i>	8617, 8618	12	2.00 each

### Concertos

CONCERTO FOR VIOLIN IN D MAJOR (Beethoven, Op. 61)	<i>Fritz Kreisler—London Philharmonic Orchestra, Conductor, John Barbirolli</i>	Album M-325 (14163-14168-S) AM-325 (14169-14174-S)	11.00
CONCERTO IN E MINOR (Mendelssohn, Op. 64)	<i>Fritz Kreisler—London Philharmonic Orchestra, Conductor, Sir Landon Ronald</i>	Album M-277 (8786-8788) AM-277 (8789-8791)	6.50
CONCERTO No. 5, IN E FLAT MAJOR ("Emperor") (Beethoven, Op. 73)	<i>Piano, Artur Schnabel—London Symphony Orchestra, Conductor, Malcolm Sargent</i>	Album M-155 (7639-7643) AM-155 (7644-7648)	10.00
CONCERTO No. 2, IN C MINOR (Rachmaninoff, Op. 18) Piano	<i>Sergei Rachmaninoff with Leopold Stokowski—Philadelphia Orchestra</i>	Album M-58 (8148-8152) AM-58 (8153-8157)	10.00
CONCERTO No. 1, IN B FLAT MINOR (Tchaikowsky, Op. 23) Piano	<i>Arthur Rubinstein—London Symphony Orchestra, Conductor, John Barbirolli</i>	Album M-180 (7802-7805) AM-180 (7806-7809)	8.00

### Violin and 'Cello

CAPRICE VIENNOIS (Kreisler) Violin	<i>Fritz Kreisler</i>	6692	12	2.00
HUMORESQUE (Dvořák—Kreisler)				
CYGNÉ, LE (The Swan) (from "CARNIVAL OF THE ANIMALS") (Saint-Saëns) 'Cello	<i>Pablo Casals</i>	1143	10	1.50
MOMENT MUSICAL (Schubert)				

## THE MUSIC AMERICA LOVES BEST

### Violin and 'Cello (continued)

		No.	Size	Price
SEA MURMURS (Castelnuovo-Tedesco—Heifetz) 2. BUMBLE BEE (Rimsky-Korsakow)	<i>Heifetz</i>	1645	10	1.50
ALT WIEN (Old Vienna) (Godowsky—Heifetz) Violin				
LIEBESFREUD (Love's Joy) (Kreisler) Violin	<i>Fritz Kreisler</i>	6608	12	2.00
LIEBESLEID (Love's Sorrow) (Kreisler)				
OLD REFRAIN, THE (Mattullath—Kreisler) Violin	<i>Fritz Kreisler</i>	1465	10	1.50
MIDNIGHT BELLS (from "THE OPERA BALL") (Heuberger)				
RONDINO (On the Theme by Beethoven) (Kreisler) Violin	<i>Fritz Kreisler</i>	1386	10	1.50
FAIR ROSEMARY (Schön Rosmarin) (Kreisler)				
TRAI MEREI (Reverje) (Schumann) 'Cello	<i>Pablo Casals</i>	1178	10	1.50
MELODY IN F (Rubinstein)				
CONCERTO FOR TWO VIOLINS IN D MINOR (Bach)—Vivace and Largo ma non tanto	<i>Menuhin—Euresco</i>	7732	12	2.00
CONCERTO FOR TWO VIOLINS IN D MINOR (Bach)—Largo ma non tanto—conc. and Allegro	<i>Menuhin—Euresco</i>	7733	12	2.00

### Piano

MINUET (Paderewski, Op. 14, No. 1) Piano	<i>Ignace Jan Paderewski</i>	6690	12	2.00
MOONLIGHT SONATA—Adagio Sostenuto (Beethoven, Op. 27, No. 2)				
PRELUDE IN C SHARP MINOR (Rachmaninoff, Op. 3, No. 2) Piano	<i>Sergei Rachmaninoff</i>	1326	10	1.50
SPINNING SONG (Song Without Words, No. 34) (Mendelssohn)				
CLAIR DE LUNE (No. 3 from "SUITE BERGAMASQUE") (Debussy)	<i>Harold Bauer</i>	7122	12	2.00
NOVELETTE IN D (Schumann, Op. 21, No. 2) Piano				
VAI SE (Arensky, Op. 15) (From Suite for Two Pianos)	<i>Harold Bauer—Ossip Gabrilowitsch</i>	8162	12	2.00
IMPROMPTU—Rococo (Schütt, Op. 58, No. 2) Pianos				
MOONLIGHT SONATA IN C SHARP MINOR—1st Move.—Adagio sostenuto—2nd Move.—Allegretto—3rd Move.—Presto agitato (Beethoven) Piano	<i>Bachaus</i>	8735	12	2.00
SONATA IN C SHARP MINOR—3rd Move.—concl. (Beethoven)	<i>Bachaus</i>	8736	12	2.00
PASTORALE (from Bach's "CHRISTMAS ORATORIO") (Arr. Lucas) Piano				

### Opera

TRISTAN UND ISOLDE—Isolde's Liebstd (Wagner) Parts 1 and 2	<i>Kirsten Flagstad</i>	8859	12	2.00
AÏDA—Celeste Aida (Preceded by the Recitative) (Verdi)	<i>Enrico Caruso—Victor Symphony Orchestra</i>	7770	12	2.00
LES PÊCHEURS DE PERLES—Je crois entendre encore (Bizet)				
BARBIERE DI SIVIGLIA—Largo al factotum (Rossini)	<i>Lawrence Tibbett</i>	7353	12	2.00
UN BALLO IN MASCHERA—Eri tu (Verdi)				
FAUST—Ayant de quitter ces lieux (Gounod)	<i>Lawrence Tibbett</i>	8152	12	2.00
TANNHÄUSER—O du mein holder Abendstern (Wagner)				
LAKMÉ—Ou va la Jeune Hindoue (Bell Song) (Delibes)	<i>Lily Pons</i>	1502	10	1.50
LAKMÉ—Là-bas, dans la Forêt (Bell Song—concl.) (Delibes)				
MADAME BUTTERFLY—Un bel di vedremo (Puccini)	<i>Lucrezia Bori</i>	6790	12	2.00
BOHÈME—Mi chiamano Mimi (Puccini)				
MEISTERSINGER—Preislied (Prize Song) (Wagner)	<i>Richard Crooks</i>	7105	12	2.00
LOHENGRIIN—In fernem Land (In Distant Lands) (Wagner)				
O SOLE MIO (di Capua)	<i>Enrico Caruso—Victor Symphony Orchestra</i>	1616	10	1.50
RIGOLETTO—La donna è mobile				



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Opera (continued)			
	No.	Size	Price
PAGLIACCI—Prologue—Si, Pao! (A Word) (Leoncavallo) <i>Laurence Tibbett</i>	6587	12	2.00
PAGLIACCI—Prologue—Un nido di memorie (Leoncavallo)			
PAGLIACCI—Vesti la giubba (Leoncavallo) <i>Enrico Caruso—</i>	7720	12	2.00
MARTA—M'appari (Like a Dream) (Flotow) <i>Victor Symphony Orchestra</i>			
RIGOLETTO—Caro nome (Dearest Name) (Verdi) <i>Lily Pons</i>	7383	12	2.00
RIGOLETTO—Tutte le feste (On Every Festal Morning) (Verdi)			
DIE WALKÜRE—Ho-Yo-To-Ilo (Brunnhilda's Battle Cry) (Wagner)	1726	10	1.50
ALLERSEELEN (All Souls' Day) (Strauss, Op. 10, No. 8) <i>Kirsten Flagstad</i>			
CARMEN—Chanson du Toréador (Bizet) <i>Laurence Tibbett</i>	8124	12	2.00
TOSCA—Te Deum (Puccini)			
TROVATORE—Miserere (Verdi) <i>Ponselle-Martinelli—Metropolitan Opera Chorus</i>	8097	12	2.00
FORZA DEL DESTINO—La vergine delgi angeli <i>Ponselle-Pinza-Chorus</i>			
TANNHÄUSER—Elisabeth Gebet (Elizabeth's Prayer) (Wagner) <i>Kirsten Flagstad</i>	8920	12	2.00
TRAVIATA—Di Provenza il mar (Thy Home in Fair Provence) (Verdi)	7605	12	2.00
TANNHÄUSER—O du mein holder Abendstern (Wagner) <i>John Charles Thomas</i>			
TANNHÄUSER—Pilgrim's Chorus (Wagner)	20127	10	.75
TROVATORE—Anvil Chorus (Verdi) <i>Victor Male Chorus</i>			
MANON—Le Rêve (The Dream) (Massenet)	8421	12	2.00
BERCEUSE (from "JOCELYN") (Reilly-Godard) <i>Richard Crooks</i>			
LUCIA DI LAMMERMOOR—Sextette (Donizetti)	10012	12	3.50
Galli-Curci—Egner Caruso—De Luca—Journet—Bada			
RIGOLETTO—Quartet (Verdi) <i>Galli-Curci—Homer—Gigli—De Luca</i>			
LUCIA DI LAMMERMOOR—Ardon gl' incensi (Burning Tapers) <i>Lily Pons</i>	7369	12	2.00
LUCIA DI LAMMERMOOR—Spargi d'amaro pianto (Donizetti)			

Operettas

WILL YOU REMEMBER (from "MAYTIME") (Young-Romberg)	4329	10	1.00
FAREWELL TO DREAMS (Kahn-Romberg) <i>Jeannette MacDonald-Nelson Eddy</i>			
INDIAN LOVE CALL ("ROSE-MARIE") <i>Jeannette MacDonald-Nelson Eddy</i>	4323	10	1.00
AH! SWEET MYSTERY OF LIFE ("NAUGHTY MARIETTA")			
ROSE-MARIE (Harbach-Hammerstein, 2nd-Friml) <i>Nelson Eddy</i>	4305	10	1.00
THE MOUNTIES ("ROSE-MARIE")			
AUF WIEDERSEHN (from "THE BLUE PARADISE") (Reynolds-Romberg)	4284	10	1.00
LOVE'S OLD SWEET SONG (Bingham-Molloy) <i>Nelson Eddy</i>			
I'M FALLING IN LOVE WITH SOMEONE ("NAUGHTY MARIETTA")	4280	10	1.00
TRAMP, TRAMP, TRAMP ALONG THE HIGHWAY ("NAUGHTY MARIETTA") <i>Nelson Eddy</i>			
AH! SWEET MYSTERY OF LIFE ("NAUGHTY MARIETTA") <i>Nelson Eddy</i>	4281	10	1.00
"NEATH THE SOUTHERN MOON ("NAUGHTY MARIETTA")			
WHEN I GROW TOO OLD TO DREAM	4285	10	1.00
YOU ARE FREE (Love Is Just a Game) <i>Nelson Eddy</i>			
HERBERT'S MELODIES—Volume 1 <i>Victor Concert Orchestra Victor Light Opera Co.—Victor Salon Group and Orchestra</i>			7.50
Album C-1 (9145-9149)			

Gilbert and Sullivan Operas

By D'Oyly Carte Opera Company, under the direction of Rupert D'Oyly Carte			
IOLANTHE—Album C-10 (9708-9718) AC-10 (9719-9729)			\$16.50
MIKADO—Album C-26 (11961-11971) AC-26 (11972-11982)			16.50
PINAFORE—Album C-13 (9937-9945) AC-13 (9946-9954)			13.50

Light Orchestral Music			
	No.	Size	Price
BLUE DANUBE WALTZ (Johann Strauss) <i>Leopold Stokowski—</i>	6584	12	2.00
TALES FROM THE VIENNA WOODS (Strauss) <i>Philadelphia Orchestra</i>			
MINUET IN G (Paderewski-Wright)	20169	10	.75
AMARYLLIS (Air Louis XIII) (Ghys Scredy) <i>Victor Concert Orchestra</i>			
BOLERO (Ravel) <i>Serge Koussevitzky—Boston Symphony Orchestra</i>	7251, 7252	12	2.00 each
GYMNOPIEDIE No. 1 (Satie-Debussy)			
GRAND CANYON SUITE (Grofé) <i>Paul Whiteman and His Concert Orchestra</i>			5.50
Album C-18 (36052-36055) AC-18 (36056-36059)			
HUNGARIAN RHAPSODY, No. 2 (Liszt) Part 1 and Part 2 <i>Leopold Stokowski—Philadelphia Orchestra</i>	6652	12	2.00
MUSIC OF JOHANN STRAUSS <i>Eugene Ormandy—Minneapolis Symphony Orch.</i>			10.00
Album M-262 (8650-8654) AM-262 (8655-8659)			
NATOMA—Dagger Dance (Herbert) <i>Boston "Pops" Orchestra</i>	11932	12	1.50
SLEEPING BEAUTY BALLET—Waltz (Tchaikowsky, Op. 66a) <i>Cond. Arthur Fiedler</i>			
AIDA—Ballet Suite (Verdi) <i>Boston "Pops" Orchestra, Conductor, Arthur Fiedler</i>	11985	12	1.50
POET AND PEASANT—OVERTURE (von Suppe) <i>Boston "Pops" Orchestra, Conductor, Arthur Fiedler</i>	11986	12	1.50
MARCHE SLAVE (Tchaikowsky, Op. 31) <i>Boston "Pops" Orchestra, Conductor, Arthur Fiedler</i>	12006	12	1.50
IN A PERSIAN MARKET (Ketelbey) <i>Boston "Pops" Orch., Cond., Arthur Fiedler</i>	4338	10	1.00
RHAPSODY IN BLUE (Gershwin) <i>Paul Whiteman's Concert Orchestra</i>	35822	12	1.25
WIENER BLUT—Walzer (J. Strauss) <i>Serge Koussevitzky—Boston Symphony Orch.</i>	6903	12	2.00
FRÜHLINGSSTIMMEN—Walzer (J. Strauss)			
WILLIAM TELL—OVERTURE—At Dawn (Rossini) <i>Victor Symphony Orch.</i>	20606	10	.75
WILLIAM TELL—OVERTURE—The Storm			
WILLIAM TELL—OVERTURE—The Calm (Rossini) <i>Victor Symphony Orch.</i>	20607	10	.75
WILLIAM TELL—OVERTURE—Finale			
VAISE TRISTE (from "KUOLEMA") (Sibelius) <i>Frederick Stock—Chicago Symphony Orch.</i>	6579	12	2.00
SERENADE (Volkmann) 2. FLIGHT OF THE BUMBLE BEE	35820	12	1.25
KAMENNOI-OSTROW (Rubinstein, Op. 10, No. 22) <i>Victor Symphony Orchestra</i>			
LIEBESTRAUM (Liszt)	6648	12	2.00
LARGO ("XERXES") (Handel) Organ <i>Frederick Stock—Chicago Symphony Orch.</i>			
POMP AND CIRCUMSTANCE—March (Elgar)	35798	12	1.25
SKATERS—W. (Les Patineurs) (Waldteufel) <i>International Concert Orchestra</i>			
ESTUDIANтина—Waltz (Waldteufel)	11833	12	1.50
DANCE OF THE HOURS (from "LA GIOCONDA") (Ponchielli) <i>Boston "Pops" Orchestra, Conductor, Arthur Fiedler</i>			
AIDA—Grand March (Verdi) <i>Boston "Pops" Orchestra, Cond. Arthur Fiedler</i>	11885	12	1.50
POMP AND CIRCUMSTANCE—March (No. 1 in D) (Elgar)			
THAÏS—MEDITATION (Massenet) <i>Boston "Pops" Orchestra</i>	11887	12	1.50
LARGO ("XERXES") (Handel) <i>Cond. Arthur Fiedler</i>			
PEER GYNT SUITE—Morning and Death of Ase (Grieg, Op. 46) <i>John Barbirolli's Chamber Orchestra</i>	11834	12	1.50
PEER GYNT SUITE—Anitra's Dance and In the Hall of the Mountain King <i>John Barbirolli's Chamber Orchestra</i>	11835	12	1.50

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## Salon Music

	<i>No.</i>	<i>Size</i>	<i>Price</i>
SERENADE (Schubert) SERENADE (Rimpianto) (Toselli)	<i>Victor Salon Orchestra</i> } 21253	10	.75
TWO GUITARS (Russian Gypsy Song) BLACK EYES (Russian Gypsy Song)	<i>Victor Salon Orchestra</i> } 20037	10	.75
GLOW WORM—Idyl (Lincke) NOLA (Arndt)	<i>Victor Salon Orchestra</i> } 19758	10	.75
SMOKE GETS IN YOUR EYES ("ROBERTA") ZIGEUNER ("BITTER SWEET")	<i>Victor Salon Orchestra</i> } 21609	10	.75
INDIAN LOVE CALL ("ROSE-MARIE") WORLD IS WAITING FOR THE SUNRISE	<i>Victor Salon Orchestra</i> } 20202	10	.75
NEAPOLITAN NIGHTS ALLAH'S HOLIDAY	<i>Victor Salon Orchestra</i> } 20035	10	.75

## Popular Concert Songs

LAST NIGHT WHEN WE WERE YOUNG (Harburg-Arlen) ON THE ROAD TO MANDALAY (Kipling-Speaks)	<i>Lawrence Tibbett</i> } 11877	12	1.50
TREES (Joyce Kilmer-Oscar Rasbach) HOME ON THE RANGE (Texas Cowboy Song)	<i>John Charles Thomas</i> } 1525	10	1.50
ITALIAN STREET SONG ("NAUGHTY MARIETTA") AH! SWEET MYSTERY OF LIFE	<i>Jeannette MacDonald</i> } 21896	10	.75
INDIAN LOVE CALL (from "ROSE-MARIE") ROSE-MARIE (Harbach-Hammerstein-Frimal)	<i>Virginia Rea</i> <i>Lambert Murphy</i> } 4015	10	1.00
NONE BUT THE LONELY HEART (Tchaikowsky, Op. 6, No. 6) MYSELF WHEN YOUNG ("IN A PERSIAN GARDEN") (Lehmann)	<i>Tibbett</i> } 1706	10	1.50
OL' MAN RIVER (from "THE SHOW BOAT") SYLVIA (Scollard-Speaks)	<i>John Charles Thomas</i> } 1571	10	1.50
CIRIBIRIBIN (Pestalozza) IL BACIO (The Kiss) (Arditi)	<i>Lucrezia Bori</i> } 1262	10	1.50
GLORY ROAD, DE (Clement Wood-Jacques Wolfe) EDWARD (Karl Loewe, Op. 1, No. 1)	<i>Lawrence Tibbett</i> } 7486	12	2.00

## Marches

AMERICAN PATROL (Meacham) SEMPER FIDELIS—March (Sousa)	<i>Victor Military Band</i> } 22061	10	.75
WASHINGTON POST MARCH (Sousa) CAPTAN, EL—March (Sousa)	<i>Sousa's Band</i> } 20191	10	.75
ANCHORS AWEIGH—March (Zimmermann) ALL HANDS—March (Chas. Benter)	<i>United States Navy Band</i> } 21296	10	.75
STARS AND STRIPES FOREVER—March (Sousa) FAIREST OF THE FAIR—March (Sousa)	<i>Sousa's Band</i> } 20132	10	.75
UNDER THE DOUBLE EAGLE—March (J. F. Wagner) HIGH SCHOOL CADETS—March (Sousa)	<i>Sousa's Band</i> } 19871	10	.75
NATIONAL EMBLEM MARCH (E. E. Bagley) LIGHTS OUT—March (E. E. McCoy)	<i>Arthur Pryor's Band</i> } 19812	10	.75
OFFICER OF THE DAY—March (R. B. Hall) KING COTTON—March (Sousa)	<i>Arthur Pryor's Band</i> } 19895	10	.75

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## Dance Music that Lives

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I'M GETTIN' SENTIMENTAL OVER YOU—F.T. I'VE GOT A NOTE—F.T.	<i>T. Dorsey's Orchestra</i> } 25236	10	.75
SONG OF INDIA—F.T. MARIE—F.T.	<i>Tommy Dorsey's Orchestra</i> } 25523	10	.75
RUNNIN' WILD—F.T. TEA FOR TWO—F.T.	<i>Goodman Quartet</i> } 25529	10	.75
NOLA—F.T. SATAN TAKES A HOLIDAY—F.T.	<i>Tommy Dorsey's Orchestra</i> } 25570	10	.75
SOLITUDE—F.T. DELTA SERENADE—F.T.	<i>Ellington's Orchestra</i> } 21755	10	.75
SWEETHEARTS ON PARADE—F.T. LIEBESTRAUM—F.T.	<i>Lombardo's Canadians</i> } 25193	10	.75
SONG OF THE ISLANDS—Waltz WALTZ YOU SAVED FOR ME—Waltz	<i>Wayne King's Orchestra</i> } 21172	10	.75
MOOD INDIGO—F.T. THE MOOCHE—F.T.	<i>Ellington's Orchestra</i> } 21486	10	.75
STAR DUST—F.T. STAR DUST—F.T.	<i>Goodman's Orchestra</i> <i>T. Dorsey's Orchestra</i> } 25320	10	.75
STOMPIN' AT THE SAVOY—F.T. BREAKIN' IN A PAIR OF SHOES—F.T.	<i>Goodman's Orchestra</i> } 25217	10	.75
CHINA BOY—F.T. OH, LADY BE GOOD—F.T.	<i>Benny Goodman Trio</i> } 25333	10	.75
SIBONEY—Rumba F.T. MARIA, MY OWN—Rumba F.T.	<i>Brito's Siboney Orchestra</i> } 22685	10	.75
LADY OF SPAIN—Spanish One-Step BLUE PRELUDE—F.T.	<i>Ray Noble's Orchestra</i> <i>Isham Jones' Orchestra</i> } 21499	10	.75
BLUE DANUBE—F.T. I LOVE YOU TRULY—F.T.	<i>Ray Noble's Orchestra</i> } 21806	10	.75
BOLERO—F.T. (Ravel) LA SEDUCCION—Tango	<i>Shilkret Victor Orchestra</i> } 22571	10	.75
NIGHT AND DAY—F.T. STORMY WEATHER—F.T.	<i>Leo Roisman's Orchestra</i> } 21716	10	.75
PARADE OF THE WOODEN SOLDIERS—F.T. O, YA YA—F.T.	<i>Whiteman's Orchestra</i> } 21301	10	.75
PEANUT VENDOR—Rumba F.T. TRUE LOVE—F.T.	<i>Don Azpiazu's Orchestra</i> } 22183	10	.75
STAR DUST—F.T. SPEAK EASY—Bolero	<i>Wayne King's Orchestra</i> } 21509	10	.75
TIGER RAG—F.T. JAPANESE SANDMAN—F.T.	<i>Ray Noble's Orchestra</i> } 21577	10	.75
Y COMO LE VA?—Tango Argentino EL CHOCLO—Tango Argentino	<i>Orquesta International</i> } 21393	10	.75
MISSOURI WALTZ BEAUTIFUL OHIO—Waltz	<i>Whiteman's Orchestra</i> } 20973	10	.75
MOONLIGHT AND ROSES—F.T. LET ME CALL YOU SWEETHEART—Waltz	<i>Waring's Pennsylvanians</i> <i>Shilkret Victor Orchestra</i> } 20191	10	.75
LA COLONDRINA—Waltz CIELITO LINDO—Waltz	<i>The Troubadours</i> } 21235	10	.75
GOOFUS—F.T. SWAMP GHOSTS—F.T.	<i>Wayne King's Orchestra</i> } 21877	10	.75
ALICE BLUE GOWN—Waltz BEAUTIFUL LADY—Waltz	<i>The Troubadours</i> } 22117	10	.75
CUCKOO—Waltz LINA—Schottische	<i>International Novelty Quartet</i> } 20253	10	.75



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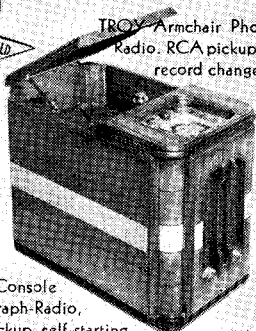
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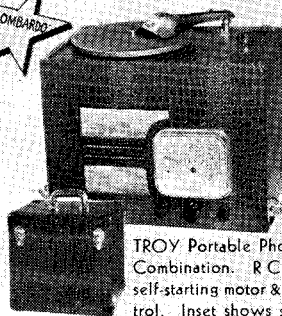
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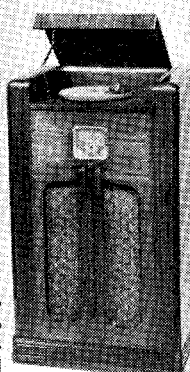
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Mrs. Walter McCarthy, a close friend, were in on the secret that marriage was the next step in their plans.

Both had been married before the bride to Lloyd Green, an insurance man, from whom she was divorced more than a year ago. Custody of the two children, Anne, 3, and Michael, 2, were awarded to the mother.

After the honeymoon the couple will reside in San Mateo.

## Radio Firm Moves To New Quarters As Business Up

Due to a greatly increased demand for newer type merchandise, the Troy Radio Manufacturing Co. has moved to larger quarters at 1142 South Olive street.

Besides manufacturing radios, from four to 12 tubes, in table and console types, W. L. Sexton, general manager, today stated that they are stocking up radio parts, testing equipment, power amplifiers and public address systems.

"We are experiencing a tremendous increase in business on the coast, Canada and Mexico," Mr. Sexton said. "And the export business has been most gratifying to us."

### KILLED BY POLICE BULLET

CHICAGO, Sept. 14.—(A.P.)—

Walter Schmidt, 37, died today from bullet wounds inflicted by Policeman Samuel McDowell when McDowell shot it out with three men who attempted to snatch an insurance company payroll of \$1600 in a busy neighborhood shopping district yesterday.

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## THE DISC'S REVIVAL

The phonograph record business which in the hey-day of the talking machine industry was a highly profitable part of the operations of the music store, has given evidence in the past two years of a major come-back. Record sales dwindled to almost nothing with the perfection of the radio and the resultant drop in phonograph sales.

However, during the past year or two the come-back of the record business and the revival of the phonograph, chiefly in combination with a radio instrument, have brought new life to this business. Radio has been a strong force in the cultivation of appreciation of better music and the phonograph offers any desired symphony or concerto "when you want it."

Old line music dealers who now feature radio and appliances are reopening their record departments by the scores in every section of the country. To begin with, profits in disc sales have always been substantial. Then, too, a record department brings back to the dealer's store customers at regular intervals—persons who are building up their record libraries. Getting the customer into the store itself is an important sales factor. Once he is in, it is a simple matter to demonstrate a new radio-phonograph combination, a modern refrigerator, range, washer, etc.

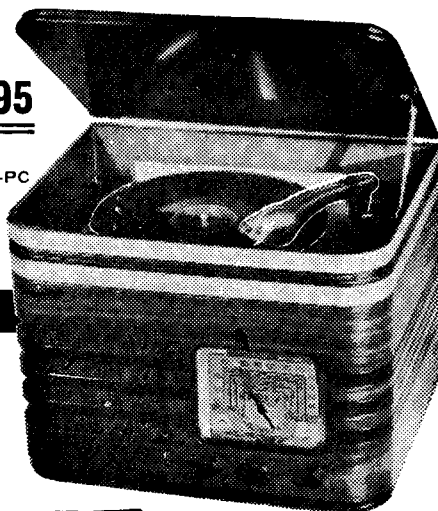
A record department also offers a dealer an opportunity to regularly circularize his customers by announcing the arrival of new recordings and incidentally tossing in a plug for some other product.

Record sales this year are nearly five times those of 1933, and represent the highest percentage of growth of any division of the radio-music business, compared to last year, 1937 sales show a 70 per cent increase. Furthermore, the largest percentages of gain in the higher priced classical recordings. Combination sales this year are expected to double those of 1936.

## Play Music YOU Like Best!

**\$49<sup>95</sup>**

TROY Model 59-PC



Plays  
10" or 12"  
Records

# TROY

Phonograph

## RADIO

Combinations

### New TROY PHONOGRAPH-RADIO COMBINATION

gives double entertainment—plays what you want when you want it. Self-starting motor, RCA phono pickup, automatic volume and tone control, beautiful two-tone walnut cabinet. Also available in white or satinwood. Model 79-PC with 7 tubes, All-Wave, for \$59.95.

Plays  
10" or 12"  
Records



TROY  
Model 400

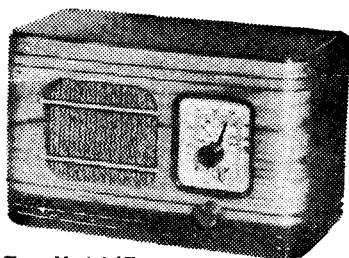
### TROY PHONOGRAPH RECORD PLAYER,

easily and quickly attached to any radio. An electric phonograph that plays your favorite records thru your present receiver.

**\$24<sup>95</sup>**

Handsome walnut finish case—priced low!

## TROY Presents Today's Greatest Radio Values!

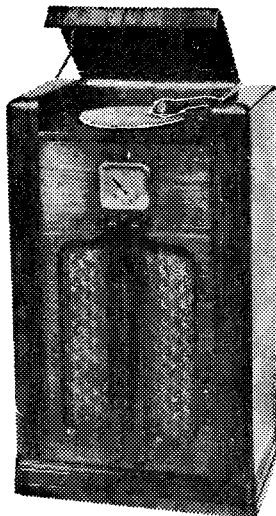


Troy Model 4E

Latest TROY De Luxe Compact, an ideal "second set" for guest-room, boudoir, kitchen, den or office. Plenty of volume, good tone quality, modern walnut cabinet—an unusual set at an unusual price, only ..... **14.95**

TROY Model C-67-PC

TROY PHONOGRAPH-RADIO CONSOLE plays your favorite 10" or 12" records through the radio with marvelous reproduction. Self-starting phono motor and pickup, full-size speaker, station-listed dial, automatic volume and tone control, mystic tuning eye. Beautiful hand rubbed walnut cabinet—complete duo entertainment for only .... **77.50**



LEADING DOWNTOWN TROY DEALERS



# TROY

## Football and Radio Schedule



*If you cannot attend the games tune in on a*

# TROY

---

# 1935 FOOTBALL SCHEDULE OF LEADING PACIFIC COAST TEAMS

(\*Denotes nonconference game. All games are at home field of team at head of column unless otherwise indicated.)

	S. C.	STANFORD	CALIFORNIA	U. C. L. A.	WASHINGTON	W. S. C.	OREGON	O. S. C.	ST. MARY'S	SANTA CLARA
Sept. 28.....	MONTANA	*SAN JOSE STATE (48-0)	*CAL. AGG. and WHITTIER (54-0)	Sept. 27 *UTAH (Night)	IDAHO (13-0)	*PUGET SOUND	*GONZAGA at Portland (13-0)	*WILLAMETTE (13-0)	NEVADA (7-9) (Sunday)	S. F. U. (6-0)
Oct. 5.....	*COLLEGE OF PACIFIC (6-0)	*S. F. U.	*ST. MARY'S (0-7)	O. S. C. at Portland (25-7)	*SANTA CLARA	*WILLAMETTE	*UTAH (8-7)	U. C. L. A. at Portland (7-25)	CALIFORNIA at Berkeley (7-0)	WASHINGTON at Seattle
Oct. 12.....	*ILLINOIS	U. C. L. A. (27-0)	OREGON at Portland	STANFORD at Palo Alto (0-27)		MONTANA at Missoula (27-0)	CALIFORNIA at Portland	Oct. 11 *GONZAGA (Night)	COLLEGE OF PACIFIC	FRESNO STATE at Fresno (19-0)
Oct. 19.....	O. S. C. (6-6)		*SANTA CLARA (0-20)		W. S. C. at Pullman (0-0)	WASHINGTON (0-0)	IDAHO (13-6)	S. C. at Los Angeles (6-6)		CALIFORNIA at Berkeley (20-0)
Oct. 26.....	CALIFORNIA at Berkeley (2-7)	WASHINGTON at Seattle (24-0)	S. C. (7-2)	OREGON (3-26)	STANFORD (0-24)	O. S. C. at Portland (31-0)	U. C. L. A. at Los Angeles (26-3)	W. S. C. at Portland (0-31)	S. F. U. (7-3) (Sunday)	UNIVERSITY OF COLUMBIA (12-6)
Nov. 2.....		*SANTA CLARA (7-7)	U. C. L. A. at Los Angeles (3-0)	CALIFORNIA (0-3)	MONTANA	*GONZAGA (6-13)		*PORTLAND		STANFORD at Palo Alto (7-7)
Nov. 9.....	STANFORD (0-16)	S. C. at Los Angeles (16-0)	WASHINGTON (7-13)	Nov. 11 *SOUTHERN METHODIST	CALIFORNIA at Berkeley (13-7)	IDAHO at Moscow (19-0)	O. S. C. (9-6)	OREGON at Eugene (6-9)	FORDHAM (at New York) (14-9)	
Nov. 16.....	W. S. C. (0-19)	MONTANA	*COLLEGE OF PACIFIC (7-6)	Nov. 15 HAWAII		S. C. at Los Angeles (19-0)	*PORTLAND at Portland	IDAHO	SANTA CLARA (7-0) (Sunday)	ST. MARY'S (0-7) (Sunday)
Nov. 23.....	*NOTRE DAME at South Bend (0-14)	CALIFORNIA (9-7)	STANFORD at Palo Alto (7-9)	*LOYOLA (13-6)	OREGON (16-6)		WASHINGTON at Seattle (6-16)	MONTANA at Missoula (7-7)		
Nov. 28.....						*ST. MARY'S at San Francisco (6-9)		*NEBRASKA at Lincoln	WASHINGTON STATE (9-6)	
Nov. 30.....				IDAHO						LOYOLA at Los Angeles (9-0) (Dec. 1)
Dec. 7.....	WASHINGTON (7-14)				S. C. at Los Angeles (14-7)		*ST MARY'S at San Francisco (7-13)		OREGON (13-7)	TEXAS CHRISTIAN (7-9)
Dec. 14.....	*PITTSBURGH (6-20)			*ST. MARY'S at San Francisco (6-0)					U. C. L. A. (0-6)	

Post-season games: December 25—S. C. vs. Honolulu League Champions at Honolulu. January 1, 1936—S. C. vs. University of Hawaii at Honolulu.



**TROY**

—a new and modern line of master built radios far excelling all others in performance, beauty, value and construction, for the particular individual desiring quality throughout, ease of tuning, wide tone range and powerful world-wide reception.

**29 Models to choose from in A.C.; A.C.D.C.; Battery and Auto Radios**

# TROY RADIO LOG CARD

Call Letters	Dial No.	Kc.	Loc. and Name of Station
KDB		1500	Santa Barbara
KECA		1430	Los Angeles—NBC
KGER		1360	Long Beach—Dobyns
KGB		1330	San Diego
KFAC		1300	Los Angeles—Cord
KFOX		1250	Long Beach
KGFJ		1200	L. A.—24-Hour Station
KSL		1130	Salt Lake City
KRKD		1120	Arcade L. A.
KFSG		1120	L. A.—Angelus Temple
KNX		1050	Hollywood
KFVD		1000	Culver City
KFWB		950	Hollywood—Warner Bros.
KHJ		900	L. A.—Don Lee—CBS
KIEV		850	Glendale
KOA		830	Denver
KTM		780	Santa Monica
KELW		780	Burbank
XER		730	Mexico
KMPC		710	Beverly Hills
KPO		680	San Francisco
KFI		640	Los Angeles—NBC
KTAR		620	Phoenix
KFSD		600	San Diego—NBC
KMTR		570	Hollywood

*Compliments of*

## Troy Radio Mfg. Co.

1144 So. Olive St.

Richmond 3434

Los Angeles

San Francisco

San Diego

Phoenix

Fresno

Seattle

Portland



# IT'S HERE

The Greatest Innovation in Radio  
... NOW READY ...

It's Different ... It's Automatic  
It's "Channelized" ... It Clicks

---

\$50.00	TROY-MODEL 100	LIST PRICE
VALUE		\$29.95

---

**Troy Radio & Television Co.**

1142-1144 SOUTH OLIVE STREET

PROSPECT 1248

LOS ANGELES



THIS SIDE OF CARD IS FOR ADDRESS



Radio Doc,  
721 S. Main St.,  
Los Angeles.



# PROGRESS

**W**ITH great pleasure we announce another step forward in TROY PROGRESS. On and after September 1st we will be located at 1144 South Olive Street, our new and spacious quarters, which will offer far greater facilities for distributing high quality radios and for rendering the ultimate in prompt and efficient service. . . . .

---

---

**FREE, EASY PARKING  
PROMPT DELIVERIES**

---

---

- Troy Quality Radios—AC, AC-DC, Battery and Auto Models, Power Amplifiers and Address Systems, Radio Parts and Supplies, Test Equipment.

---

**W. L. SEXTON**

**TROY RADIO MANUFACTURING CO.**  
**WHOLESALE DISTRIBUTORS**

**1144 So. Olive Street**

**Richmond 3434**

**Los Angeles, Calif.**

MAKING  
RADIO  
HISTORY

# It's a Smashing SENSATION★

A ★STAR  
IS BORN

A 1938 RADIO

★ TROY MODEL 100

IT'S SNAPPY IT'S AUTOMATIC IT CLICKS

● **LIST PRICE \$29.95** ●

ITS NEW — TROY ★ AUTOMATIC MODEL 100 — ITS THE LATEST

---

★ RADIO'S GREATEST SALES STIMULATOR  
ORDER YOURS NOW — DON'T WAIT — STOCK UP

---

**TROY RADIO & TELEVISION CO.**

Manufacturers of the finest radios and phonographs.

1142-1144 South Olive • PR. 1248 • Los Angeles, Calif.

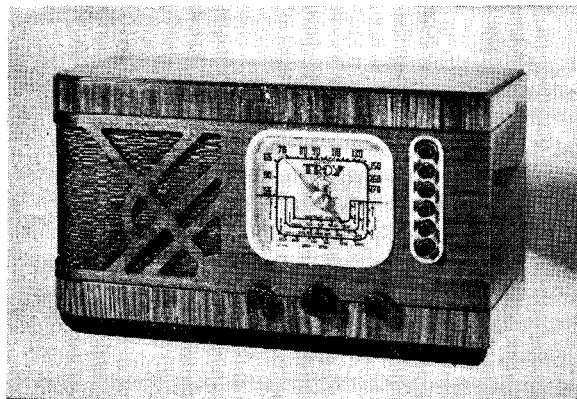


THIS SIDE OF CARD IS FOR ADDRESS



Radio Doc,  
721 S. Main,  
Los Angeles.

# TODAY--1939 RADIO SENSATION!



TROY—Model 825—Touch Tuning with Station Listed Dial

by **TROY**  
only **\$29.95** Complete

UP-TO-THE-MINUTE RADIO

six push button

TOUCH STATION TUNING

•

. . . also gets all regular broadcasts  
including distance reception . . . The  
Complete Perfect Radio

. . . outstanding value at **\$29.95**

---

**TOMORROW'S GREATEST RADIO VALUE -- TODAY!**

---

★**STYLE** ★**CONVENIENCE** ★**VALUE**

★**TROY**—*Model 825*

with "Quick as a Flash" Touch Tuning, also station listed dial — brings in regular broadcast stations including distance reception — the great radio value of the year . . . **ACCURATE . . . DISTINCTIVE . . . COMPLETE**

•  
NO HANDICAPS

TRUE MERIT

ALL FEATURES

A Complete Radio For Less  
•

"MORE FOR LESS"

★**TROY**

*Model 825*

TOUCH TUNING and  
STATION LISTED DIAL

**\$29.95** Complete

# RADIOS FOREMOST SELLER TODAY

## **TROY RADIO** PHONOGRAPH COMBINATION

EQUIPPED  
WITH  
WEBSTER  
SELF-STARTING  
MOTOR

LATEST  
RCA  
PHONO PICKUP

CENTRALIZED  
STATION LISTED  
DIAL

50-60 CYCLE

DUAL ENTER-  
TAINMENT

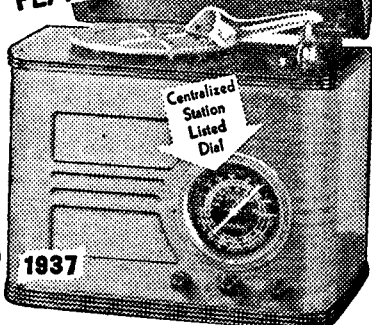
ASK ABOUT  
PHONO-RADIO  
COMBINATION

CONSOLE  
MODELS FROM  
\$14.95 to \$149.50

Model 57-PC



PLAYS 12" RECORDS



Write or wire for full particulars

## **TROY RADIO & TELEVISION Co.**

1142-1144 SO. OLIVE ST.

LOS ANGELES, CALIF.

PR. 1248

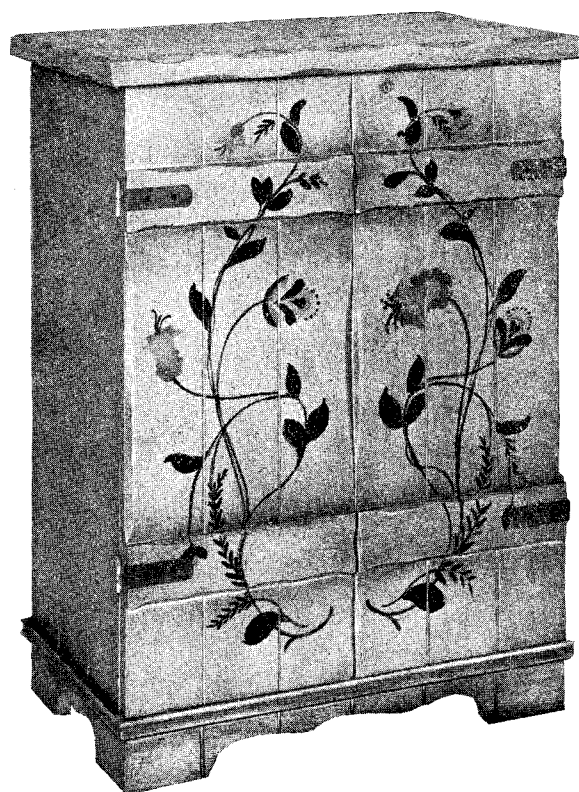


CRASH  
OVER

# TROY

THE *Cristalline* of RADIO

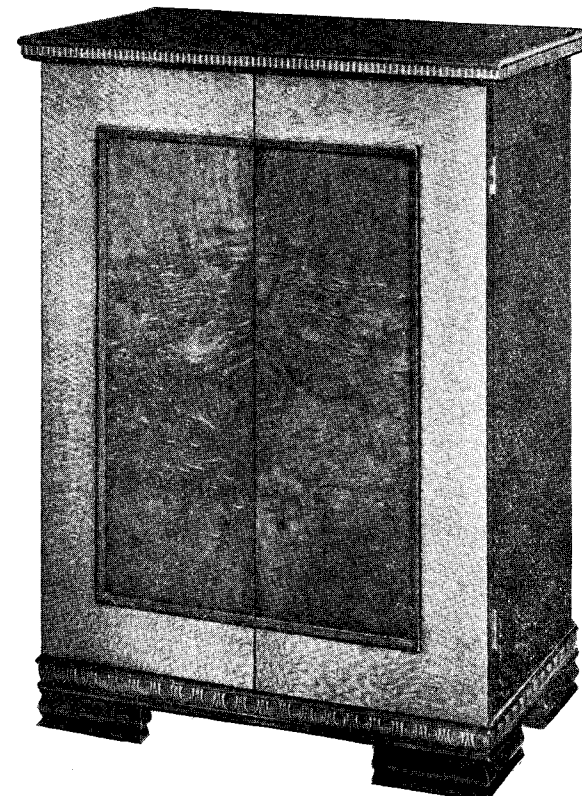




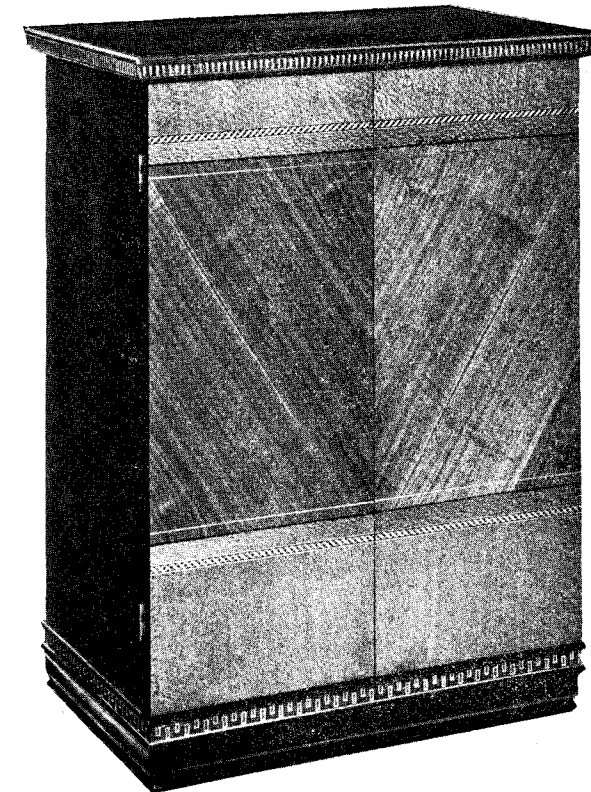
HOLLYWOOD "WONDER BAR" 600A  
Desert Tan Finish on Five-Ply Panels



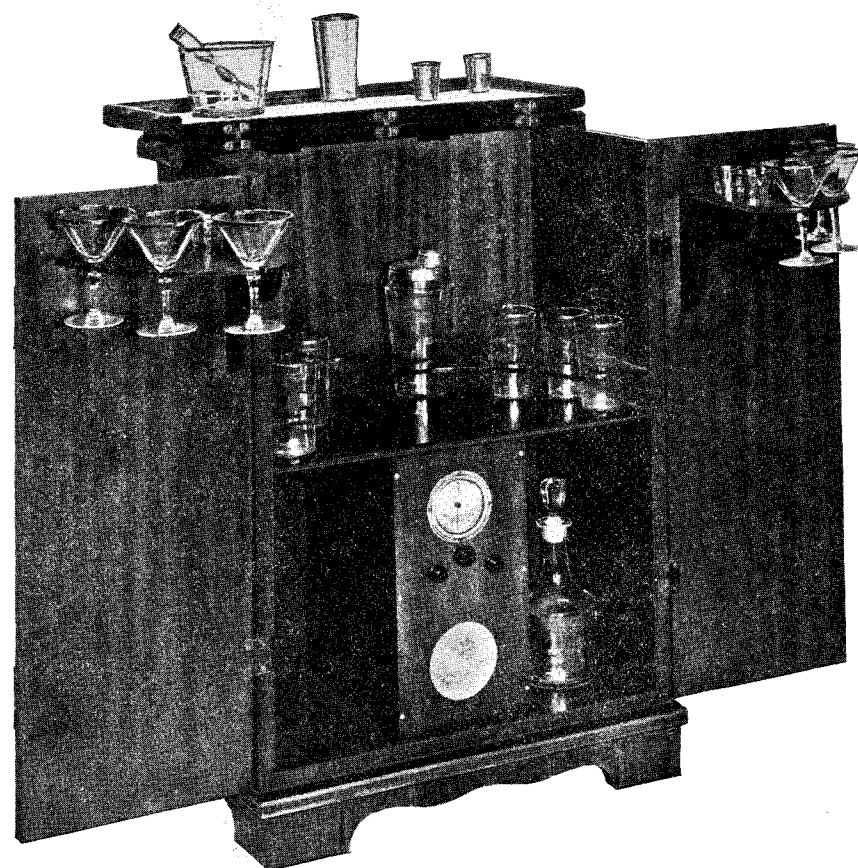
HOLLYWOOD "WONDER BAR" 600AB  
Antique Driftwood Finish on Five-Ply Panels



HOLLYWOOD "WONDER BAR" 600C  
Five-Ply Construction Throughout  
Front, Lacewood and Walnut



HOLLYWOOD "WONDER BAR" 600M  
Front, Lacewood and Walnut, offset with genuine Inlays  
Five-Ply Panel Construction Throughout



RCA Licensed 6-Tube Super-Heterodyne Radio . . . with Foreign Short Wave Band . . . Standard Equipment on All "Wonder Bar" Models.

## FOUR BEAUTIFUL MODELS Hollywood "Wonder Bar"

— Available With or Without Radio —

THE SMART THING FOR THE MODERN HOME

A Model Finished to Blend with the Interior Decoration of Any Home

HERE IS STANDARD EQUIPMENT ON ALL FOUR MODELS

SIZE: Top 16x26 inches . . . Height 36 inches . . . Lots of liquor storage space.

SHIPPING WEIGHT: Cabinet complete with Radio and Glass — 89 lbs.

"WONDER BAR" and Glass carton packed and available for immediate shipment  
Cabinet only — 67 lbs. Glass — 8 lbs.

### GLASS EQUIPMENT:

6 Whiskies	1 Ice Pail
6 Highballs	1 Cocktail Shaker
6 Cocktails	1 Pair Ice Tongs

**FINISH:** Interior of top sheet chromalloy (this is the Bar Top) . . . All wood is finished in liquorresistant lacquer. . .

All models are mounted on four hidden, ballbearing rubber tired castors, for convenience in moving from room to room.

**Radio**—RCA licensed Radio and tubes with standard guarantee . . . A six-tube super-heterodyne with double duty **METAL TUBES** . . . automatic volume control . . . Foreign short wave band . . . Special duo-tone loud speaker . . . The set is very sturdily built and mounted.

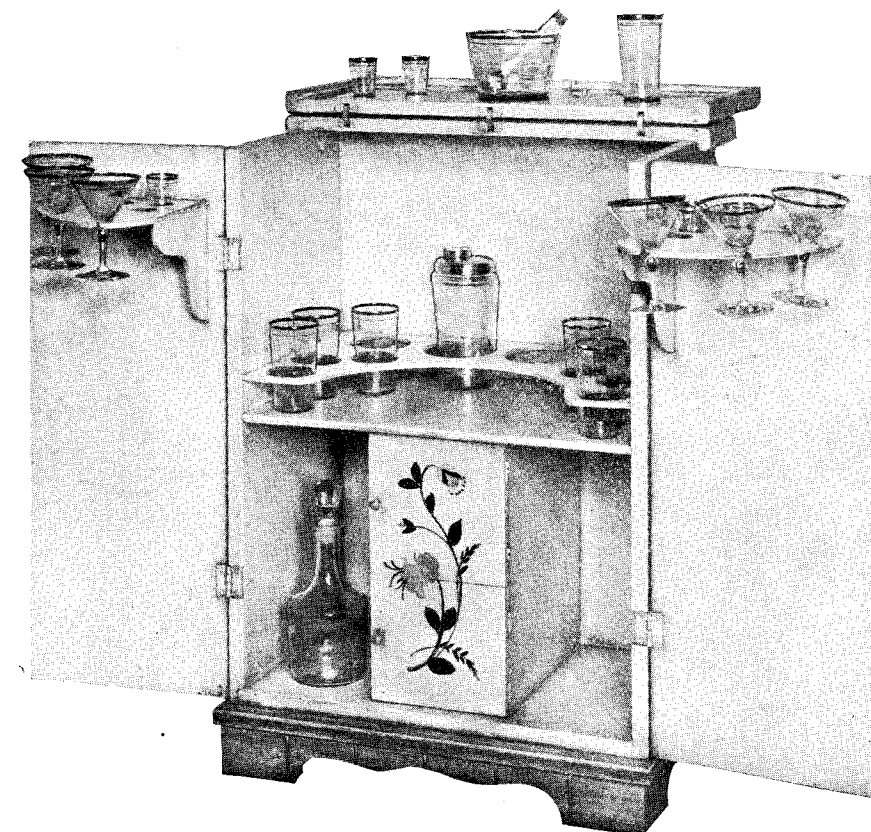
WHOLESALE DISTRIBUTOR

Troy Radio Mfg. Co.

1144 South Olive Street, Los Angeles

Phone PRespect 1248

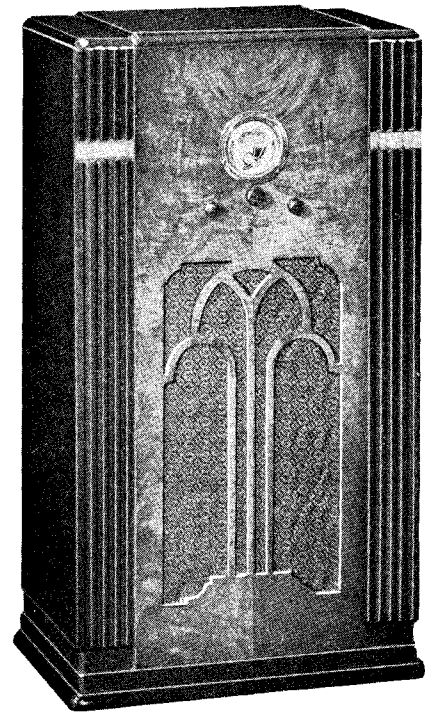
T H E L A T E S T A N D N E W E S T I N R A D I O S



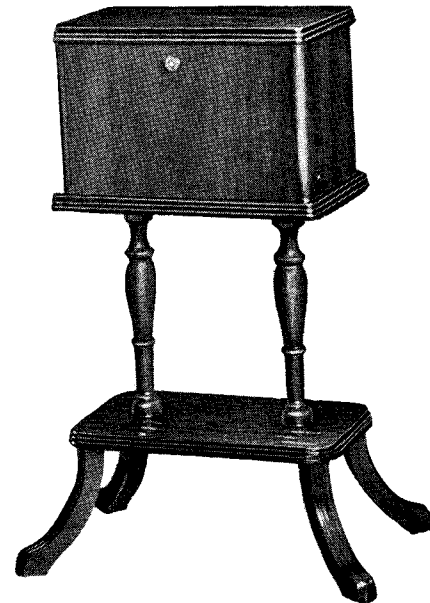
Complete, Beautiful Glass Equipment



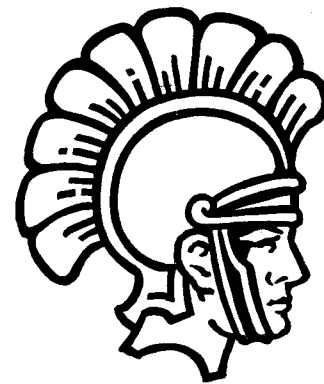
NEW IMPROVED MODELS OF SUPREME HIGH QUALITY  
**• 1936 TROY RADIOS •**



Model 5C—Console (Standard)  
 5-Tube Superheterodyne  
 Gold Medallion Aerovision Dial

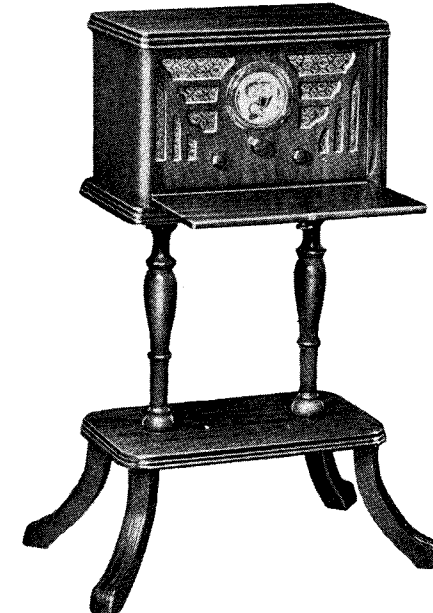


Closed

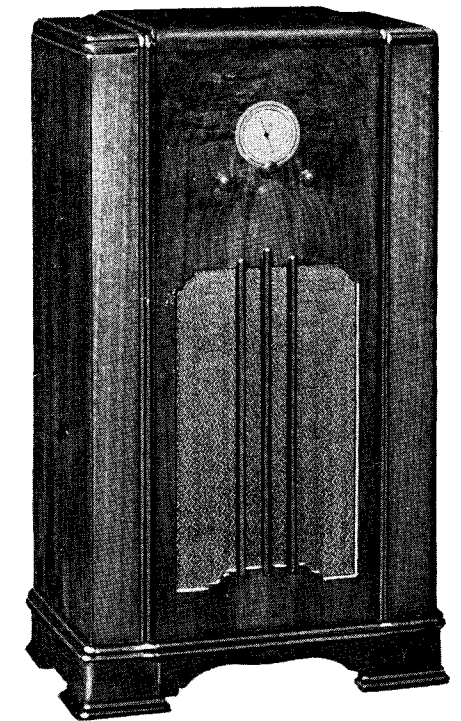


Model 5T—Stand  
 5-Tube Superheterodyne  
 Gold Medallion Aerovision Dial

Note: All models are Standard Broadcast—  
 175 to 550 Meters unless otherwise specified.

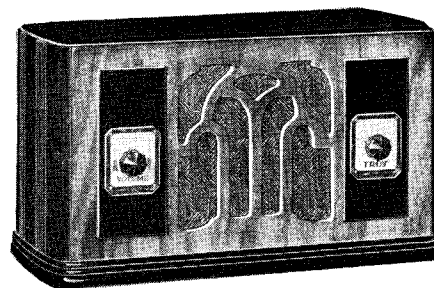


Open

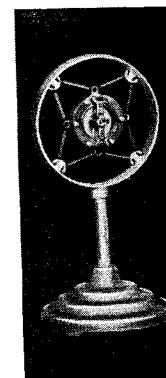


Model 62C—Console (De Luxe)  
 6-Tube (Metal or Glass) Superheterodyne  
 16 to 52 and 175 to 550 Meters

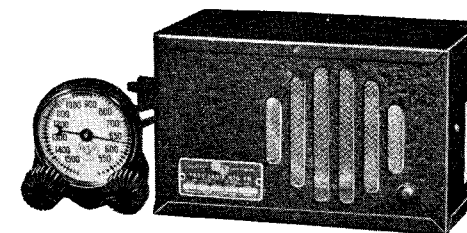
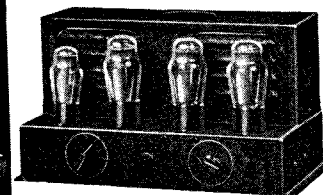
Model 84C—Console (De Luxe)  
 8-Tube Superheterodyne  
 15 to 550 Meters (4 Bands)



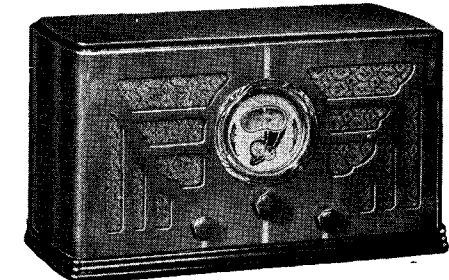
Model 15  
 5-Tube Superheterodyne  
 Illuminated Dials



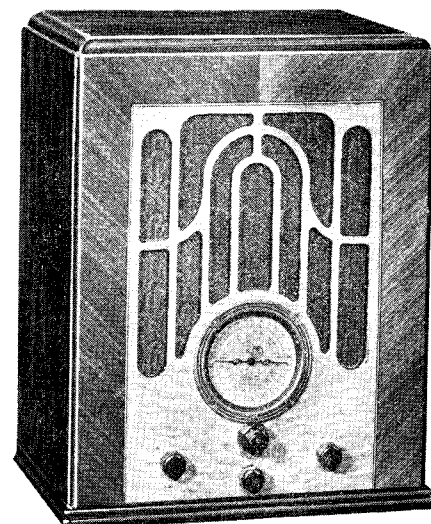
Model 8W—Power Amplifier



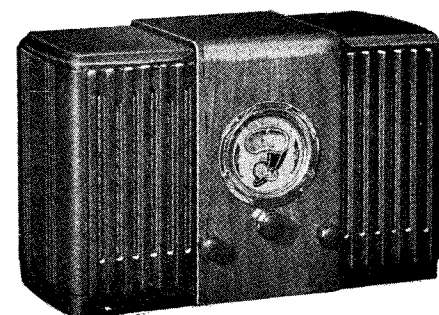
Model 68—Auto  
 5-Tube Superheterodyne



Model 5  
 5-Tube Superheterodyne  
 Gold Medallion Aerovision Dial  
 Also Available } Model 51B—Battery Operated  
 } Model 151 AC-DC

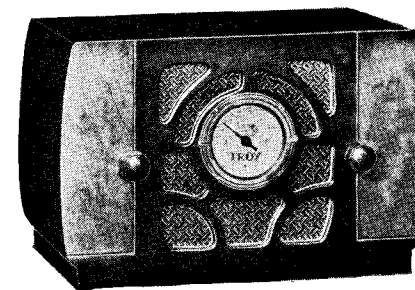


Model 84U—Allwave  
 8-Tube Superheterodyne  
 15 to 550 Meters (4 Bands)

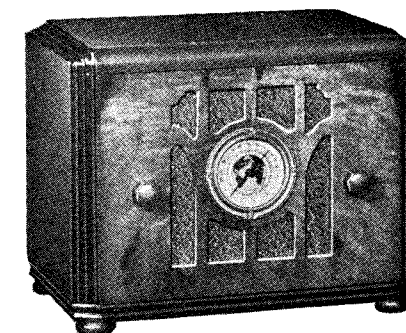


Model 53—Allwave  
 5-Tube (Metal or Glass) Superheterodyne  
 Gold Medallion Aerovision Dial  
 16 to 550 Meters

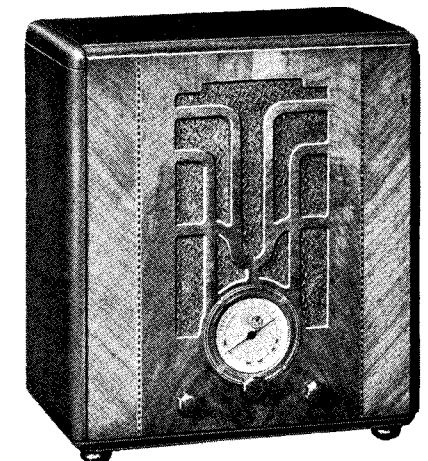
Also Available } Model 153—AC-DC  
 } Model 53B—Battery Operated



Model 4—Standard  
 Broadcast—Police



Model 4—De Luxe  
 Broadcast—Police



Model 62U  
 6-Tube (Metal or Glass) Superheterodyne  
 16 to 52 and 175 to 550 Meters

NOTE: Announcement of new numbers will  
 be made as they are ready for delivery.  
 Troy Radios are fully guaranteed.

● TOPS THE WORLD FOR EXTRA WIDE RANGE PERFORMANCE --- BETTER BUILT THAN EVER TO GIVE BEST SERVICE ●